

MNE2601 Assessment 4

1. Draw up an industry and market feasibility for your chosen business/envisaged business. You need to include the following in your answer. Use section 3.3 in your prescribed textbook as your guideline.

- Type of industry - 1 mark
- Why it is attractive - 1 mark
- Nature of competition - 3marks
- Profitability of the industry - 10 marks
- Market factors - 5 marks (20)

Remember this is an application question and you will not get full marks if you simply give the theory in your study material.

2. Discuss the family business theories/models as outlined in your textbook. In your discussion include illustrations of the family system and subsystems. (15)

In this question, do not merely copy from the study material, write according to your understating of the concepts that you have studied. Plagiarism is not allowed. If you commit plagiarism, you will be penalised.

3. Read the article “Unjani clinics: meeting the need for scale through social franchising” and answer the following questions. In your answers, you are required to give evidence from the article and use any theoretical knowledge gained from your study material where applicable.
- 3.1. Discuss why Unjani clinics have been termed a hybrid organisation. (3)
- 3.2. Use your prescribed textbook to describe the benefits of Unjani clinics as a social enterprise to both the society and the entrepreneurs involved. (2)
- 3.3. Explain how Unjani clinics functions as a franchise organisation. (7)
- 3.4. Discuss the steps that the entrepreneur nurses need to follow before a franchise clinic can be opened for them. (6)
- 3.5. With reference to the article, describe the observation that led to the birth of the Unjani clinics business model in South Africa. (2)
- 3.6. Explain how the entrepreneur nurses are expected to run their clinics in the five-year agreement that they sign with the franchisor. (5)

[25]

GRAND TOTAL 60 MARKS