



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

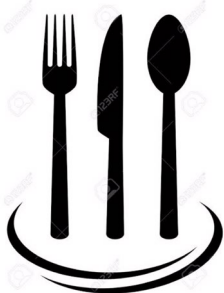
NATIONAL CERTIFICATE

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4
(Second paper)

10 November 2022

This marking guideline consists of 6 pages.

QUESTION 1

- 1.1
- Name of the business and the address
 - Logo
 - Price
 - Picture
 - Attention getting teasers
 - Business hours
 - Layout neat and attractive and must have a frame/border (7 × 2) (14)
- 1.2 Individuals, organisations, and businesses who are preparing for special events and occasions such as:
- Weddings
 - Funerals
 - Business conferences (Any 2 × 2) (4)
- 1.3 Neat and attractive layout with a frame✓ (1 mark)
5 relevant answers✓✓ (10 marks)
(max of 4 closed questions and min of 1 open-ended questions vice versa)
The purpose of the questionnaire ✓✓ (2 marks)
Name of the business✓ (1 mark) (14)
- 1.4
- Consistency
 - Reliability
 - Cleanliness
 - Friendliness (4 × 2) (8)
- 1.5
- 
- ✓✓ELLA'S CATERING✓✓ (4)
- 1.6
- Health and safety permits
 - Trading licence
 - Registration with SARS
 - Registration of staff members for UIF (Any 3 × 2) (6)

QUESTION 2

- 2.1
- Mamosa Bed and Breakfast is a beautiful facility that offers seven individually furnished rooms, each with its own antique theme.
 - We are a complete bed and breakfast Inn with a full complimentary breakfast served each morning to our guests. (2 × 2) (4)
- 2.2
- We want to provide a memorable experience to our guests by offering outstanding products and services.
 - We will keep food costs low while maintaining quality. (2 × 2) (4)
- 2.3
- Professionalism
 - Highly dedicated staff
 - Outstanding customer service
 - Knowledge and skills
 - Good leadership qualities (Any 4 × 2) (8)
- 2.4
- Describe your target market. Refer to the following demographic factors:
Use these criteria to mark: Age✓✓ Gender✓✓ Location✓✓
Occupation✓✓ and Income✓✓ (10)
- 2.5
- The type of ownership**✓
Sole proprietor/ Partnership/Company✓✓
- Office administration plan**✓
Under this heading the student will explain the following information:
office equipment, insurance and legal requirements✓✓
- Operating plan**✓
How many people will be employed and their duties.✓✓
- Administration plan**✓
The student will say how he/she will record information about his/her business.✓✓
Any THREE headings
1 mark for the heading.
2 mark for explanation. (12)

Pre-operating costs	Mark 4 pre-operating costs
Start-up inventory	11 000✓
Registration costs	450✓
Legal expenses	800
Business consultant	2 500
Marketing and promotion expense	1 000✓
Licence	1 200
Other costs	1 500✓
	18 450
Fixed assets	Mark 4 pre-operating costs
Shelving	500✓
Counter area equipment	2500
Cabinets	3500
Furniture and gadgets	4800✓
Lightning	1200
Outdoor sign	550
Cash register	1000✓
Display stands	850✓
Other assets	5500
	20 400
Operating expenses	Mark 4 pre-operating costs
Wages	4 800✓
Maintenance	1 200✓
Rental	2 000✓
Water and electricity	1 250✓
	10 100

QUESTION 3

- | | | | | |
|-----|--|-------|---|------|
| 3.1 | 1 mark for each relevant answer✓ | 5 × 1 | 5 | |
| | 2 marks for the name of the business✓ | 2 | | |
| | 2 marks for the logo✓✓ | 2 | | |
| | 2 marks for the frame✓ and the neat layout✓ | 2 | | (11) |
| 3.2 | <ul style="list-style-type: none"> • K9 Security Shop✓ • The name is short and easy to remember✓✓ • The name indicates the nature of the products✓✓ | | | (5) |
| 3.3 | Key to safety | | | (2) |

- 3.4
- Homeowners
 - Malls
 - Public offices
 - Banks
 - Churches
- (5 × 2) (10)

- 3.5
- Reliability
 - Expert knowledge and skills
 - Good customer care
- (3 × 2) (6)

3.6

Market potential per day 416/30	14✓
Market potential share 14 × 60%	8✓
Supplier analysis	60✓
Daily figures	
Number of units sold in one day	8✓
Selling price per unit 8 × 450	3600✓
Cost price for each unit 8 × 240	1920✓
Daily sales 450 × 8	3600✓
Total daily costs 240 × 8	1920✓
= Gross profit per day	1680✓✓
Monthly figures	
Number of units be sold in one month 8x 30	240✓✓
Monthly sales 240 × 240	108 600✓✓
Monthly unit cost 240 ×	57 600✓✓
= Gross profit per month	

(16)
[50]

QUESTION 4

- 4.1 Factors surrounding the organisation that influence its activities.
(Any reasonable answer) (2)
- 4.2
- Customers✓ – They buy from the company, the business's survival depends on the customers✓
 - Competition✓ – Attract customers with lower price✓
 - Economy✓ – Inflations affect the selling price✓
- (3 × 2) (6)
- 4.3 He used social media✓✓ and word-of-mouth to market✓✓ (4)
- 4.4
- It does not cost anything
 - People share your brand with others
- (2 × 2) (4)

- 4.4
- Strengths – Knowledge and skills
 - Weaknesses – Limited funds
 - Opportunity – Online network
 - Threats – Competition
- (4 × 2) (8)

4.5

MONTH	JULY	AUGUST	SEPTEMBER
Opening balance	8500	750	(3 700)✓
Cash sale	15 600✓	16 800✓	20 400✓
Credit sales	7 600✓	10 400✓	11 200✓
Other receipts	6 500✓	3 500✓	
Total cash receipts	38 200	31 450	27 900
Cash purchases	14 400✓	16 650✓	19 800✓
Credit purchase	1 200✓	1 600✓	1 850✓
Monthly payments	9 850✓	9 850✓	9 850
Loan repayment		850✓	850
Other payments	12 000	1 200✓ 5 000✓	1 200
Total cash payments	37 450	35 150	33 550
Month-end balance	750✓	(3 700)✓	(5 650)✓✓

(24)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200