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NAME OF SCHOOL

2026

KING CETSHWAYO DISTRICT



BUSINESS STUDIES



TERM THREE PROJECT

MARKS:50 **DURATION: 2 HOURS**

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INSTRUCTIONS TO LEARNERS

1. You are required to complete this Assessment to indicate your understanding of the following topics:

   - Entrepreneurial qualities and success factors
   - Transformation of a business plan into an action plan
   - Setting up/Start a business venture based on the business plan
   - Presentation of business related information



2. ➢ Use a double page for answering the questions. Leave a line in between each question.
   ➢ Use the mark scheme for each question to score maximum marks.
   ➢ The assessment must be handed to your educator for marking.

3. **You are allowed to use your research information collected, during the assessment.**

   - **Use the guide provided below, to conduct your research and collect the necessary information.**

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Entrepreneurship and effective business planning are essential for establishing and maintaining a successful business. Entrepreneurs require specific qualities and must understand the key success factors. Businesses should develop effective strategies, prepare business plans and use timelines and Gantt charts to implement their action plans successfully. When starting a business venture, entrepreneurs must consider appropriate sources of funding. Effective communication is also essential, therefore, presenters must prepare suitable visual aids and presentations that are accurate, well-structured and appropriate for their audience.

1. Conduct research on a local construction business and write a report based on the following.

1.1 Name the local construction business you identified, and list any TWO entrepreneurial qualities of the owner. (4)

1.2 Explain the key success factors used by the owner of the local construction business that you named in QUESTION 1.1. (6)

1.3 Suggest TWO strategies the owner of the local business named in QUESTION 1.1, can use to remain profitable and sustainable. (6)

2. **"Once entrepreneurs prepare a business plan, they should then be able to transform it into an action plan."**

2.1 Discuss the purpose of a business plan. (6)

2.2 Outline the importance of timelines, Gantt charts/WBS for the business named in QUESTION 1.1 (4)

3. **"When initiating/starting up a business venture, it is important to consider funding options."**

3.1 Outline TWO aspects that must be considered when initiating a business. (6)

3.2 Discuss reasons why businesses need funding. (6)

4.

Preparing visual aids for a presentation can be beneficial to both the presenter and audience. The preparation of booklets that are distributed to the audience, will help them understand the presentation better.

4.1 Name the visual aid from the statement above. (2)

4.2 Explain how a presenter should prepare the visual aid named in QUESTION 4.1. (4)

4.3 Recommend factors that a presenter must consider when preparing a presentation. (6)

[50 MARKS]

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