



GRADE 11

BUSINESS STUDIES
PROJECT MARKING GUIDELINES
TASK NO 3
AUGUST 2025

TOTAL MARKS: 50

This Marking guidelines consist of 4 pages including the cover page

QUESTION 1: BUSINESS VENTURES

1.1.1 Qualities of an entrepreneur.

- Ambitious. ✓
- Hardworking. ✓
- Creative thinking skills ✓
- Perseverance. ✓

NOTE: Mark the first FOUR (4) only.

1.1.2 Other qualities of an entrepreneur

- Entrepreneurs must be committed to see something through despite difficulties. ✓
- Entrepreneurs need to have excellent organisational skills. ✓
- Must be flexible to adapt to the changes. ✓
- Entrepreneurs must be passionate and energetic. ✓
- Willingness to take risks/ risk taking to make difficult decisions. ✓
- Be able to recognise opportunities. ✓
- Entrepreneurs must be honest and ethical. ✓

NOTE: Mark the first FIVE (5) only.

1.2 Success factors**1.2.1 Customer base**

- Meets the needs of the customer consistently and provides excellent service. ✓
- Keeps on looking for ways to expand their customer base. ✓
- Keeps a record of the people buying their products. ✓
- Collects the customers' contact details. ✓
- Any other relevant answer related to customer base as a key success factor.

1.2.2 Good leadership

- A business needs good leaders who are team players, listen to staff members and respect them. ✓
- Good leaders also bring energy, enthusiasm, and urgency to the workplace. ✓
- This filters through the business and motivates staff to perform even more than expected. ✓
- Any other relevant answer related to good leadership as a key success factor.

1.3 Aspects to consider when evaluating areas for improvement.

- Regularly evaluate the price of every product ✓
- Operate from a plan based on its vision. ✓
- Make sure the money comes in quickly. ✓
- Keep business expenses to a minimum. ✓
- Set goals with reasonable milestones and timelines. ✓
- Evaluate the benefit of increased sales against the cost of marketing. ✓
- Identify and implement the technology needed, support its operation and growth. ✓
- Identify the target customer and what they do for them. ✓

- Research and categorise competition noting their strengths and weaknesses. ✓
- Differentiate the business against competitors and communicate this in sales and marketing programme. ✓
- Look after its best customers. ✓
- Know the needs of customers e.g. ask for customer's feedback through surveys/direct interaction with them. ✓
- Regular review sessions where they review their structure/vision/delivery methods etc. ✓
- Any other relevant answer related to aspects to consider when evaluating areas for improvement.

1.4 **Strategies to ensure the business remain profitable and sustainable**

- Thorough planning every time new decisions and development occurs. ✓
- Sound management of finances through sensible decision in spending. ✓
- Effective management of scarce resources and employees. ✓
- Maintaining a solid customer base by attracting and retaining customers. ✓
- Behaving ethically and socially responsible where product prices are fair. ✓
- Being ethical and taking care of the environment. ✓
- Upskilling and development of employees. ✓
- Consistency and reliability. ✓
- Upholding transparency. ✓
- Any other relevant answer related to strategies to ensure the business remain profitable and sustainable.

QUESTION 2: BUSINESS VENTURES

2.1 **Project planning steps.**

- Define the scope of the plan to be done e.g. what is the purpose, first and last activities? ✓
- Identify project supporters. ✓
- Break the project down into activities. ✓
- Set time frames and determine how long each activity takes. ✓
- Set milestones targets e.g. what are main completion point? ✓
- Determine accountabilities/person responsible for the decision made. ✓
- Calculate the financial, human/technical resources that will be needed. ✓
- Plot the activity schedule into a Gantt chart. ✓
- Execute the project plan. ✓
- Monitor progress. ✓
- Communicate and review project progress. ✓
- Keep records of all activities. ✓

NOTE: Steps can be in any order.

2.2.1 Gantt chart.

ACTIVITY	WEEK			PERSON RESPONSIBLE
Register the business ✓	✓			Rose ✓
Rental of building ✓		✓		Juliana ✓
Advertising ✓	✓		✓	Paul ✓

NOTE: 1. Gantt chart must be in a tabular format.

2. The person responsible must be linked to the activity.

2.3 Purpose of a business plan.

- Offers direction of a proposed business. ✓
- A written document which gives a comprehensive overview of a proposed business. ✓
- Explain the business objectives, how it will operate, how the finances, resources will be handled and what the business aims to achieve. ✓
- Used to check the performance. ✓
- A tool used to sell or market the business. ✓
- To identify possible strengths, weaknesses, opportunities and threats. ✓
- Used to convince other people of the profitability of the business, such as applying for finance at a bank. ✓
- Any other relevant answer related to the purpose of a business plan.

2.4 Reasons why businesses need funding.

- Cover the start-up cost of buying premises/machinery/raw material. ✓
- Run the business and have enough money to pay employees/suppliers of raw material. ✓
- Pay for the cost of input such as wages, telephone and other expenses. ✓
- Expand the business as the orders/sales increase and bigger premises need to be established. ✓
- Any other relevant answer related to reasons why businesses need funding.

[TOTAL = 50]