



**INSTRUCTIONS**

1. This task consists of ONE ACTIVITY.
2. Answer ALL Questions.
3. Adhere to the numbering used in this case study.
4. Learners should work on this case study individually.
5. Facilitators/Educators are encouraged to find extra information and make resources available for learners to do this task.



**ACTIVITY 1**

Read the case study below and answer the questions that follow:

The South African new transport system called Taxi Fire is a new trend in and around the Gauteng province. Siphso noticed how profitable the business could be while visiting a friend in Alexandra township near Sandton. His initial business idea had been to start selling vegetables at the street corners of Johannesburg. The selling of veggies was not making money, and he was looking for a new business venture to pursue. Starting the transportation business looked like a good idea.

Siphso started to conduct market research through interviews and had discussions with fellow friends and relatives. He identified people travelling to and from the airport as the potential target market. Realizing that people depend only on the Gautrain and other public transport businesses around the city to go to and from the airport, he grabbed the opportunity. The people who do not want to use their cars to drive to work would also increase the number of potential customers. Siphso started his business by buying two cars at an auction and employed one gentleman from his neighbourhood. The number of customers increased rapidly, and he had to expand his business and employed three more people within six months. Siphso was making good profit during the month-end periods and on public holidays.

(own creation)

- 1.1 Classify Siphso's initial business idea in terms of the type of business. Give a reason to support your answer.

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(3)

- 1.2 Name the form of ownership owned by Siphso.

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(2)



1.3 What inspired Sipho to change businesses?

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(2)

1.4 Give THREE advantages of Sipho’s new business idea.

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(6)

1.5 Identify Sipho’s new target market.

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(4)

1.6 Mention the tool he used to generate his business idea.

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(2)

1.7 Sipho’s transportation business is a good business idea. Give TWO reasons which support this statement.

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(4)



1.8 Provide any FOUR viable business ideas.

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(4)

1.9 Define the following terms:

1.9.1 Market research

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(2)

1.9.2 Business idea

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(2)

1.9.3 Empowerment

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(2)

1.9.4 Target market

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(2)



1.10 List any FIVE methods of market research.

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(5)

1.11 List THREE types of information to be collected when conducting market research.

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(6)

1.12 Why is it important to conduct a market research before starting a business?

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(4)

**TOTAL MARKS FOR ACTIVITY 1**

**[50]**

**TOTAL MARKS FOR TASK 2**

**[50]**



**Total for Task 2: 50 Marks**

<b>Task</b>	<b>Activity</b>	<b>Maximum Mark</b>	<b>Learner's Mark</b>	<b>Moderated Mark</b>
<b>Task 2</b>	<b>Activity 1</b>	<b>50</b>		
	<b>Total: Task 2</b>	<b>50</b>		

