



Christopher Whitehead Sixth Form

Business Summer Task 2019

Entrepreneurs

Successful entrepreneurs all have one thing in common: they have had an idea or spotted an opportunity to fill a gap in the market and provide consumers with what they want.

Martyn Dawes is a great example of this entrepreneurial ability. He recognised the growth of the market for coffee and set up Coffee Nation, a company that placed vending machines in motorway service stations and similar sites that sold high-quality coffee. Dawes became a multi-millionaire when he sold the company to Costa.

TASK – Write a report about an entrepreneur of your choosing. Make sure you include all of the following information in your report:

- Their background – where did they go to school, what did their parents do, etc.?
- How did they become an entrepreneur? Did they start a business at school/university? Did they set up an online business or have a market stall?
- What characteristics have they displayed that are indicative of being an entrepreneur?
- A brief history of their business/product/service. How did they raise the necessary finance?
- Where did they get the idea for the business, how did they launch it, etc.?
- What keeps them motivated now that they have built a successful business? Do they have any more ideas in the pipeline?

There is a 3 hour time limit on this task. The deadline is the first lesson in September. You will need to not only present information but also analyse the impact of each decision made by the entrepreneur on the performance of their business.

You also need to remember that as an A-Level student you must present your work in a clear, coherent and logical way. Make sure you proof-read and check for spelling and grammatical errors before submitting the finished report.