



AS Business Studies - Entrepreneurs.

TASK – Producing a presentation/display about an entrepreneur of your choosing.

The presentation/display can take any format you feel is appropriate. You can produce it as a newspaper article, presentation, poster etc.

You must include

- Why have you chosen this entrepreneur? (1 paragraph)
- Their background – where did they go to school, what did their parents do etc. (1 paragraph)
- How did they become an entrepreneur? E.g. Did they start a business at university? Did they have a market stall? (1 paragraph)
- Why did they choose to set up their own business? What inspired them? (1 paragraph)
- A brief history of their company / companies / product. E.g. How did they get the money, where did they get the idea, how did they launch it etc. (minimum of 2 pages)

You should include – (minimum 1 page for this section)

- Were there any problems along the way?
- What is their life like now? What keeps them motivated? Do they have any more things they want to do?
- What can you learn from them? This is KEY – what have you learned from their experience & how would this help you if you were to set up your own business?

You could

Log onto:

http://www.businessstudiesonline.co.uk/live/index.php?option=com_content&view=article&id=49&Itemid=48 – What skills has your entrepreneur show? Use examples from your research to back each skill up. (Half a page)

Now log onto

http://www.businessstudiesonline.co.uk/live/index.php?option=com_content&view=article&id=2&Itemid=8 and complete the entrepreneur test.

What skills can you demonstrate over the next 2 years? How can you improve the skills that you were not so good at? (half a page)