

Chapter 15

Business Start Up

(Organisational Options; Production Options (Job, Batch, Mass); Finance Options; Business Plan)

The Business Guys

2015 Q5 (C)

Read the information supplied and answer the question which follows.
Having been made redundant, Lia O'Brien has decided to set up her own enterprise manufacturing individually designed disposable tableware and paper cups for small coffee shops and restaurants. She recognises, however, that having an idea and having the will to succeed will not be enough to ensure success.

Discuss the key issues Lia will have to address before setting up her business enterprise. (15 marks)

MS: 3 @ 5m (2+2+1) Must refer to Lia for full marks

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2014

Q7 (C) Discuss three challenges facing business start-ups. (15 marks)

2011

Q7 (A) Discuss **two** possible challenges associated with starting a new business. (10 marks)

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2014 Q6 (A)

Read the information supplied and answer the questions which follow. Sarah Fleming is a wedding dress designer and has worked for over 20 years in the bridal and clothing industry. She specialises in creating unique wedding dresses with an emphasis on personal service. Business is good and Sarah has applied for a bank loan of €10,000 to finance expansion.

- (i) Name the type of production process used by Sarah.
- (ii) Outline two challenges for Sarah of this type of production process.
- (iii) Discuss two implications for Sarah of changing to another type of production process. (25 marks)

MS: 5m;2 @ 5m (3+2, alt process 2m, 2 @ 4m(2+2))

(i) _____

(ii) _____

(iii) _____

2009 – Short Q9

Contrast 'job production' and 'batch production', giving one appropriate example in each case.

MS: 5m (3 + 2) x 2

Job Production _____

Batch Production _____

2016 Short – Q6

Describe two features of job production.

MS: 2 @ 5m (3+2)

1. _____

2. _____

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2018 Q5 (C)

Discuss the factors a business should consider before changing from a batch to a mass (flow) method of production.

MS: 3@5(2+3)

2012 Q6 (C)

Read the information supplied below and answer the questions which follow.

Zac Computing Ltd, an innovative new technology business, considers its business plan to be an essential document in the context of a business start-up and future growth.

(i) Explain the term "business plan".

(ii) Evaluate the importance of a business plan to an innovative new technology business. (20 marks)

MS: 6 marks (3+3) 2 @ 6 marks (3+2+1)+2

(i)

(ii)

Evaluation: In my opinion, _____

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2010 Q6 (B)

Outline **two** benefits to 'Marie's Pizzas' of preparing a business plan. (10 marks)

MS: 2@ 4 marks (2 + 2) 2 marks (reference to Marie's Pizzas)

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2017 Q5 (C)

- (i) Outline the main sections contained in a business plan.
- (ii) Explain the importance of a business plan for two different stakeholders. (20m)

(i) _____

(ii) _____

*The Business Guys***2014 Q6 (B)**

Outline three factors that Sarah's bank may consider when assessing her bank loan application. (15 marks)

MS: 3@5 (2+3)
