

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.



ACTIVITY 1

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

KIM'S SWIMMING SERVICES

Kim is a retired professional Olympic swimmer with 20 years' experience in the sport. After practicing at the local gym, she observed how kids were in danger of swimming without the proper supervision of instructors. She decided to offer swimming lessons to kindergarten and primary school children from the community in her hometown. Kim decided to specialise mainly in different life-saving tips when swimming.

The first thing she needed to do was to register her business whilst looking for a local swimming pool that she could lease for the lessons. She also decided that as her business grew, she would need to recruit two additional instructors. Kim knew that to start her business, financing was key, so she approached the bank for a loan. To get the business going, Kim set up an activity chart to plan to break down the business into projects and track the progress of each task. This included a schedule for the two instructors so the classes would not clash.

Through her screening techniques, she found that there were other businesses already offering swimming lessons. Kim was determined to use her popularity as an Olympian to attract clients. She had already noted that the other businesses would likely be hostile to her. So, she decided to introduce life skills classes to her young swimmers as well. The business would accept various forms of payment from parents. The business managed to thrive in a competitive environment.

(Own Creation)

1.1 Give a brief description of what the business is all about. (2)

1.2 Identify the name of the activity chart used by Kim. (2)



1.3 Provide FOUR main factors Kim needed to start her business. (4)

1.4 Evaluate the business in terms of the following:

1.4.1 Strengths (2)

1.4.2 Threats (2)

1.5 Discuss any TWO potential risks and how they could affect Kim’s business (4)

1.6 Explain the meaning of PAYE to Kim. (2)



1.7 Identify any FOUR factors that can change the business environment. (4)

1.8 Identify TWO strategies that Kim used to be better than her competitors. (4)

1.9 Name any legislation which could be relevant to this business. (2)

1.10 Identify the system the business should use to avoid bankruptcy. (2)

Total Marks for Activity 1 (30)

TOTAL MARKS FOR TASK 4 [30]



Total for Task 4: 30 Marks

Task	Activity	Maximum Mark	Learner's Mark	Moderated Mark
Task 4	Activity 1	30		
	Total: Task 4	30		

