



SOUTH AFRICAN COMPREHENSIVE ASSESSMENT INSTITUTE
SUID-AFRIKAANSE KOMPREENSIEWE ASSESSERINGSINSTITUUT

Adult Basic Education and Training (ABET)

Site-Based Assessment

Portfolio of Evidence

Small Medium & Micro Enterprises: NQF Level 1

Total: 50 marks

Duration: 3 hours

Task 2: Case Study

Learner Information

Name : _____

Surname : _____

Identity/

Passport Number : _____

Employee Number: _____

Company : _____

Centre : _____

Date : _____

Declaration

I declare that this portfolio of evidence is my own work: _____

Signature



INSTRUCTIONS

1. This case study consists of **ONE ACTIVITY**.
2. Answer **ALL** Questions.
3. Adhere to the numbering system 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:

GRACE'S CATERING BUSINESS

Grace worked as a restaurant manager for a popular eatery for 15 years until her retirement in February 2020. With the extra time on her hands, Grace decided to conduct some market research by doing interviews and telephone surveys with her community members. The purpose was to determine if it would be viable for her to start a catering business. Based on the positive responses, she decided to start a catering business. She used her savings to purchase equipment and cover start-up costs.

Grace specialised in preparing and serving food at functions and hiring out of catering equipment and crockery. Her business offered services to wedding events, party celebrations and traditional functions. She observed after a few functions that there was a gap in the planning and management of wedding events and functions. She decided to add this service offering to her clients.

By offering an inclusive package, Grace was able to attract more customers including local churches, individuals, organisations, and businesses. She even attract clients from her competitors. Grace hired six employees, two who were culinary experts, two with experience in hospitality and food preparation, and were two unskilled workers. She trained the unskilled employees on how to set up tables and serve food. Her staff was made up of unemployed youth in her community.

She advertised her business by distributing pamphlets, issuing business cards, and installed a billboard outside the business premises. Her main competitor is Lornah's Creative Catering, a popular caterer who has been in the market for five years. Her business is one of the busiest around the area. Grace conducted a strategic management to secure her position in the market.

(Own Creation)

1.1 Give a brief description of what Grace's business is all about.

(2)



1.2 Identify the form of ownership of Grace's business.

(2)

1.3 Outline TWO advantages of the form of ownership identified in QUESTION 1.2.

(4)

1.4 Discuss ONE role Grace played in social development.

(2)

1.5 Explain ONE advantage for each of the TWO methods used by Grace to conduct market research.

(4)

1.6 Name TWO target market for Grace's business.

(2)



1.7 Discuss ONE advantage for any TWO methods used to advertise her business.

(4)

1.8 Recommend TWO strategies she can implement to strengthen her position in the market.

(4)

1.9 Discuss TWO strengths of Grace’s catering business.

(4)

1.10 From the case study, identify TWO strengths that Grace’s competitor has.

(2)



1.11 Explain the following concepts:

1.11.1 Business idea

(2)

1.11.2 Viable business

(2)

1.11.3 Non-viable business

(2)

1.11.4 Market research

(2)

1.12 List and explain THREE tools that could be used in generating business ideas.

(6)



1.13 Explain SIX factors to be considered when screening business ideas.

(6)

TOTAL MARKS FOR ACTIVITY 1

[50]

TOTAL MARKS FOR TASK 2

[50]



Total for Task 2: 50 Marks

Task	Activity	Maximum Mark	Learner's Mark	Moderated Mark
Task 2	Activity 1	50		
	Total: Task 2	50		

