

Grade 7 EMS Worksheet

Assessment Task: Business ideas

Assess your business idea (Group activity)

Your group has chosen a business idea for a joint venture. Answer the questions below in order to assess your business idea.

- a) Describe the need or want that your business idea will satisfy. [1 mark]
- b) Describe the product or service that your business will provide. [1 mark]
- c) Describe your target market. [1 mark]
- d) Explain why there is a need for your business. [1 mark]

[Total: 4 marks]

Group assessment checklist

Criteria	Yes	No
Our group described the need or want our idea would satisfy.		
Our group described the service or product we want to provide.		
Our group could describe our target market.		
Our group could explain why the need for our business exists.		
Our group members showed respect for each other when working together.		
Our group members appreciate that we are all different and have different views on a subject.		

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Suggested Solutions

Question number	Possible marks	Solution
1	4	<p>Example: childminding service</p> <p>a) Our community has many families where both parents work. There are many families with small children in our community. Our service will focus on satisfying the need mothers have for leaving their children somewhere safe in the afternoon when they want to go shopping or in the evenings when the parents want to go out. [1 mark]</p> <p>b) We are going to provide a childminding service in the afternoons after school and in the evenings when needed. [1 mark]</p> <p>c) Our target market will be the parents of smaller children (age 8 and younger). [1 mark]</p> <p>d) There is a need for our business, because there are parents of small children who require someone to take care of their children when they go shopping, when they have important appointments and when they need to go out in the evening. [1 mark]</p>

Appendix of Assessment Tools

Group assessment checklist

Criteria	Yes	No
Our group described the need or want our idea would satisfy.		
Our group described the service or product we want to provide.		
Our group could describe our target market.		
Our group could explain why the need for our business exists.		
Our group members showed respect for each other when working together.		
Our group members appreciate that we are all different and have different views on a subject.		