

Grade 7 EMS Worksheet

Assessment Task: Entrepreneurship

What makes an entrepreneur successful? (Individual activity)

Analyse the case study below and answer the questions that follow.

Education sparks success for 2008 Construction Award winner

Kariema Price, a successful entrepreneur, has come a long way since she and her husband first started Pyramid Electrical Contractors in 1999. Less than a decade later, and with a 2008 Construction Women of the Year Award in hand, she is now guiding a new phase of business growth and creating a platform for other women to enter a male-dominated industry.

According to Price, her recent award from the Department of Transport and Public Works has boosted her confidence and this, coupled with new expertise from the UCT Graduate School of Business, is making all the difference to her growing business.

Asked about her unusual career choice, Price maintains that fond childhood memories of her father had some part to play. Growing up in the Cape Town suburb of Lansdowne, she would often work alongside her father, a building contractor, in their family-owned hardware store. It was in these early days as a child that she realised just how powerful women can be. Not only could they work in male-dominated industries but they could really excel despite the challenges.

Many years later, after meeting and marrying her husband, Ganief Price, who was working as an electrician, she recalls that the decision to start their own business was a logical step to take. Not only because she's always been rather ambitious, but because the thought of owning her own business really excited her. It also provided the ideal balance between having a career and spending quality time with her husband and her three kids.

"I believed that I possessed the business sense to make this happen, and my belief that a woman could have a career in the construction industry was what really sparked my enthusiasm. In addition to that, my husband really enjoyed being an electrical technician and he had the technical skills and passion that were needed to get this business off the ground," she says.

"So when the opportunity came along to start my own business, I felt sure that it was the right thing for me." Embarking on this exciting entrepreneurship path was not without challenges though and Price attended workshops at the South African Revenue Service and a one-year UNISA course to acquire the basic competencies to make her start-up a success.

"I felt that in my capacity as manager of the business I could not have bravely taken that next step without the help of the AIM programme. The practical interaction, diverse networking and extremely relevant and in-depth subject matter has taken me to a different level of

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management, one where I am open-minded and can develop and apply strategic plans to accommodate the growth we are experiencing,” says Price.

“This programme has indeed given me the confidence to manage Pyramid Electrical with zeal and sassiness that I think our employees really appreciate,” says Price.

Ganief and the employees of Pyramid showed their appreciation of Price’s talent and charisma by nominating her for a 2008 Construction Women of the Year Award earlier this year. This annual award is given to inspiring women who have made their mark on the industry. One of the biggest objectives of the award is to inspire more women to enter into the construction and engineering industry by showcasing the successes of others. “It brings me joy to know that I can somehow help pave the way for other women to feel comfortable about working in a largely male-dominated industry,” says Price.

With ambition and a real zest for learning, Kariema Price looks set to take Pyramid to soaring heights in the years to come.

(Source: www.gsb.uct.ac.za; Newline: UCT Graduate School of Business)

- a) Identify, from the case study, the characteristics and skills that have made Kariema a successful entrepreneur. Identify at least 12. [12 marks]
- b) Name three additional characteristics and skills of entrepreneurs. [3 marks]

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Suggested Solutions

Question number	Possible marks	Solution
1	15	<p>a) Kariema is self-confident; she is ambitious; she is excited about owning her own business; she has business sense; she strongly believed in her abilities; she is enthusiastic; she is willing to learn and acquire competencies; she is open-minded; she can develop and apply strategic plans; she has zeal and sassiness; she has charisma; she is talented; she is willing to be decisive. (any twelve) [12 marks]</p> <p>b) perseverance; dedication; hardworking; organisational skills; management skills; self-disciplined; keeping cool under pressure. (any three) [3 marks]</p>