

## Grade 7 EMS Worksheet

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### Assessment Task: Generating business ideas

#### **Generate business ideas to improve your community (Group activity)**

Read the information on brainstorming below and do the exercises that follow.

#### Brainstorming rules:

- Clearly define the problem you want to solve.
- There are no stupid ideas; all ideas are welcome, even if they are crazy or shocking.
- Ideas will only be evaluated at the end of the brainstorming session.
- Make sure that nobody criticises or evaluates any idea during the session.
- Encourage all members to be enthusiastic and uncritical during the brainstorming session.
- Get everyone to contribute and develop ideas, including the quietest members of the group.
- Let people have fun brainstorming. Encourage them to come up with as many ideas as possible, from practical ones to impractical ones. Welcome creativity.
- Do not carry on with one idea for too long.
- Encourage people to develop other people's ideas, or to use other ideas to create new ones.
- Appoint one person to note down ideas that come out of the session. A good way of doing this is to use a flip chart.
- Study and evaluate your brainstorming notes after the session.

(Source: Adapted from <http://www.mindtools.com/brainstm.html>)

1. Brainstorm ideas in your group of how you as a class can run a business in your local community. The business must satisfy a need in the local community and it must make money for your class. Examples of ideas are:

Lift scheme  
Grocery shopping  
Caring for the elderly  
Childminding

2. Evaluate your brainstorming notes. Choose the best idea and present your idea to the class. Motivate why you think it is a good idea.

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### Suggested Solutions

Question number	Possible marks	Solution
1	None	<p>Look at Rafiq's answer:</p> <p>The ideas our brainstorming could come up with are:</p> <ul style="list-style-type: none"> <li>Curry-and-rice sale</li> <li>Bake sale</li> <li>Dinner and dance at school</li> <li>Childminding after school</li> <li>Doing shopping for people who are housebound</li> <li>Selling raffle tickets with sponsored prizes</li> </ul>
2	None	<p>The evaluation of the ideas that Rafiq wrote down:</p> <ul style="list-style-type: none"> <li>Curry-and-rice sale – been done too often and does not fill a specific need in the community</li> <li>Bake sale – does not fill a need in the community</li> <li>Dinner and dance at school – fills a need for entertainment in the community, but might not attract enough 'customers'</li> <li>Childminding after school – good idea, great need</li> <li>Doing shopping for people who are housebound – good idea, great need, transport could be a problem</li> <li>Selling raffle tickets with sponsored prizes – does not fill a need in community</li> </ul> <p>Idea chosen: childminding after school. There is a great need for this in the community, not only for parents who both have to work, but also where the mother wants to go shopping in the afternoon.</p>