

Grade 7 EMS Worksheet

Assessment Task: Women Entrepreneurs

Advantages of a joint venture (Pair activity)

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

Women entrepreneurs in construction teaming up for success: Kamarifi Consortium

If you thought the business of bricks and mortar was purely a man's domain, think again. Women are fast making in-roads into the industry and in a big way too. Kamarifi is a successful women's consortium formed in 1991. Kamarifi is an acronym made up of the names of the founders: Kedibone, Mapule and Refiloe. All three founders are the breadwinners in their homes. They got the idea to form a construction consortium because most of them were not working. Before they joined the construction industry, they were involved in unsuccessful sewing, catering and clothes selling projects. An organisation called South African Women in Construction encouraged the three women to form a consortium or joint venture together with several other construction companies. South African Women in Construction helps women contractors to form joint ventures so that they can overcome capacity problems and get access to funding. The joint venture enables them to pool their expertise and resources. This helps them to overcome many obstacles. It also boosts morale.

(Source: adapted from www.dbsa.org)

- a) Why did the three founders of Kamarifi form a joint venture? [1 mark]
- b) What advantages does a joint venture hold for the women who enter the construction industry? [5 marks]
- c) Name three other advantages there could be for those who enter into joint ventures. [3 marks]
- d) Why does it boost morale for the women to enter into a joint venture? [1 marks]

[Total: 10 marks]

Peer assessment checklist

Criteria	Yes	No
My partner could identify the advantages of a joint venture from the article.		
My partner could mention three further advantages of a joint venture.		
My partner appreciates the fact that we are all different and different people have different things to contribute to a joint venture.		

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Suggested Solutions

Question number	Possible marks	Solution
1	10	<p>a) They were encouraged by South African Women in Construction to form the joint venture before entering into the construction industry. [1 mark]</p> <p>b) They can overcome capacity problems; get access to funding; pool expertise and pool resources to overcome obstacles. It also helps to boost morale. [5 marks]</p> <p>c) They can make use of each other's equipment and facilities; they can share knowledge on various subjects; they can increase the speed with which a project can be completed; they can make use of opportunities they would not be able to access on their own; they can extend their reach in the market or access new markets; by joining up with an established partner they can build credibility in a particular market. (any three) [3 marks]</p> <p>d) It boosts morale because they can get access to knowledge, skills, funding and the other advantages of a joint venture. This increases the chances of the success of the business. [1 mark]</p>

Appendix of Assessment Tools

Peer assessment checklist

Criteria	Yes	No
My partner could identify the advantages of a joint venture from the article.		
My partner could mention three further advantages of a joint venture.		
My partner appreciates the fact that we are all different and different people have different things to contribute to a joint venture.		