

1.1C: What is a business? Activity



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1.1 WHAT IS A BUSINESS? ACTIVITY C

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

BANGALORE ENTERPRISE BLOSSOMS



Sonali Patel had the idea for her rose-growing business when she searched the city of Bangalore, without success, for a bouquet of roses for her wife's birthday. The city was a rose-free zone, so she decided to start growing them herself. She had wanted to take decisions for herself for some time and she also wanted to earn much more than her current salary.

In 2022, she opened two greenhouses growing just roses. She used her own savings, so she took considerable risk, but her confidence in the growth of 'flower giving' at times of major festivals encouraged other investors too. She sold the flowers in India, but her business also became one of the first in India to start exporting flowers on a large scale. Sonali worked long hours to make the business a success. The business called Katuri Networks, has grown at a tremendous rate, helped by Sonali's all-round business skills. She recently bought out a large rose grower in Kenya and her

business is now the world's largest cultivator of roses. Sonali achieved this all in ten short years.

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14 MARKS, 22 MINUTES

1. Sonali is an example of a 'business entrepreneur'. Explain what is meant by this term. **[4 marks]**
2. Outline **two** reasons why Sonali started her own business **[4 marks]**
3. Explain any two problems Sonali's business might have experienced during the start-up stage **[6 marks]**