

S.3 ENTREPRENEURSHIP EDUCATION

Item 1

Margret is a saloon operator in Mubende district for three years and has attracted many customers within the out skirts of Mubende town. In the first two years, she practiced good business ethics towards her customers by serving them on time, being honest, welcoming them warmly, charging attractive prices, using good quality products for her customers etc. These made her business successful. However, in the third year, she started facing stiff competition from many salons that opened after she had opened hers. She started practising unethical business behaviours including overcharging customers, using expired and poor-quality cosmetics to treat client's hair, using cold water to wash customers hair, etc. Eventually many customers stopped coming to her salon due to the unethical business practices towards them.

Task

- (a) Identify the best solutions you can give Margret to bring back her customers.
- (b) How ethically did Margret treat her clients.

Item 2

Business research consultancy is a support organisation that usually conducts survey concerning performance of business in Uganda. At the end of 2024, their research revealed the high failure rate of small and medium enterprises. This failure was attributed to lack of clear plans and strategies to be applied in business. The consultancy is organising a sensitisation workshop under the theme a "BUSINESS PLAN, A KEY DOCUMENT TO BUSINESS SUCCESS"

You have been approached to be a guest speaker during the workshop.

Task

- (a) Write a speech that you will present during the workshop pointing out the importance of the above document in business.

- (b) Guide entrepreneurs on the components they should include in the document above.

Item 3

Brenda operates a hardware business in your home town. She is facing a challenge of poor cash management and theft of business cash. She however lacks knowledge on banking yet she wants to open an account.

Task

- (a) Advise her on the type of bank account she can open up.
- (b) Inform her about four requirements needed during the process.
- (c) Educate her about the various services offered by the above institution to clients.
- (d) Describe the procedures she should follow during the process.

Item 4

Monitor news papers recently published a list of best and poor performing SACCOS in Uganda members of the under performing SACCOS didn't accept the ranking.

Task

- (a) What could be the reason for those that were ranked among the poor performers.
- (b) Advise the poor performing SACCOS on the principles they should follow in order to improve the performance of their SACCOS.

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