Cambridge IGCSE

Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

ENTERPRISE **0454/12**

Paper 1 **May/June 2018**

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1 hour 30 minutes

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READ THESE INSTRUCTIONS FIRST

This Insert contains the case study for use when answering the questions.

Anything the candidate writes on this Insert will **not** be marked.

This syllabus is approved for use in England, Wales and Northern Ireland as a Cambridge International Level 1/Level 2 Certificate.

This document consists of **3** printed pages and **1** blank page.

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The Enterprise Board Game

The background

As a teacher, Shivani is always looking for new and interesting ways to help her students to learn. For example, she designed a board game covering the different types of business organisation. The students enjoyed playing the board game, and the work they produced showed that they had understood the information that Shivani was teaching them.

At a meeting Shivani showed another teacher, Alison, the board game she had designed. Alison was impressed with the idea of the board game and asked if she could have a copy to use with her own students. Although Shivani was pleased, she was not sure that the board game was good enough to share. She had never been good at art and thought that the board game did not look very professional.

Alison was confident that she had the technical skills to produce a professional-looking board game. She offered to help Shivani to improve the appearance of the board game.

The idea

Working as a team, Shivani and Alison produced a colourful board game.

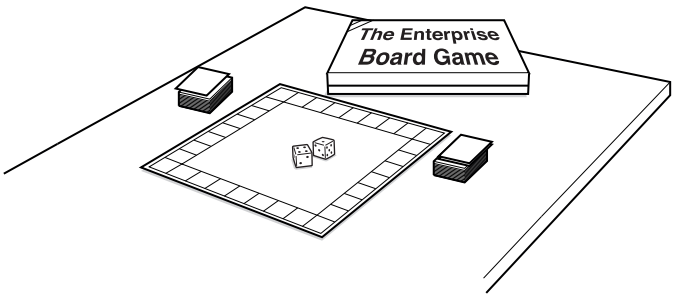


Fig. 1 – The Enterprise Board Game

Alison knew that many teachers were looking for interesting ways to teach the subject. She thought that other teachers would be willing to pay for a copy of the board game. Shivani agreed and suggested that they do some research to see if this was true. The next teachers' meeting would be an ideal opportunity to complete some research.

The research

Alison drafted a questionnaire that she showed to Shivani. The questions focused on two topics:

- would teachers use The Enterprise Board Game?
- how much would they pay to own a copy?

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At the meeting, Shivani and Alison demonstrated their board game to the other teachers and asked them to complete a questionnaire. Fig. 2 shows some of the results of the questionnaire.

Selected results of the questionnaire

1 Would you use The Enterprise Board Game in your teaching?

Yes	75%
No	20%
Maybe	5%

2 Would you be willing to pay US$15 for The Enterprise Board Game?

Yes	65%
No	35%

Fig. 2

From the answers to the questionnaire, it was clear that many teachers wanted to use the board game and they would be willing to pay for a copy. Shivani and Alison realised this could be a successful enterprise.

The planning

Shivani and Alison agreed to work in partnership to set up the board game enterprise. They knew that planning would be important to ensure the success of their enterprise. Together they drew up a plan of action, that included the following steps:

- calculate all of the costs involved and produce a budget
- organise finance
- produce the board games
- market The Enterprise Board Game
- take orders and deliver the board games.

Shivani and Alison knew that they would not be able to produce The Enterprise Board Game in large quantities. They would need to pay a printing business to produce the board games for them. Although they both had some savings which they were willing to invest in the enterprise, they would need to arrange another source of finance to meet all of the expected costs.

Alison thought that if they added more detail to their plan of action, they would not need to draw up a business plan for their enterprise. Shivani disagreed. She thought that completing all of the parts of the business plan, especially the SWOT analysis and the PESTEL analysis, would help them to identify and reduce the risks of the enterprise. This would also help them to gain the finance they would need. Alison accepted that the business plan might help them to be more successful.

Starting out

With both partners agreeing that it would be better to plan as thoroughly as possible, Shivani and Alison organised the tasks that each would complete. Shivani would write up the business plan. Alison would research all of the costs and organise the printing of The Enterprise Board Game. There was still work to do but the enterprise was starting. Shivani and Alison agreed to meet in a week's time to make some final decisions about their enterprise. They knew that the success of this meeting would depend on a number of factors, such as the information available to them, who would be the most dominant participant in the meeting and the time available.

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