Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER			

3015156353

ENTERPRISE **0454/13**

Paper 1 **May/June 2023**

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen. You may use an HB pencil for any diagrams or graphs.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 100.
- The number of marks for each question or part question is shown in brackets [ ].
- You should have received a copy of the case study before the examination. A copy of the case study is provided with this question paper as an insert.

This document has **16** pages. Any blank pages are indicated.

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Section A

Answer **all** questions.

1 Giacomo showed he was an enterprising person when the college was forced to close its dining area.

(a) Define the term *customers*.

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..... [2]

(b) Explain **two** examples from the case study that show the college restaurant operates as a social enterprise.

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[4]

(c) Explain **two** ways that show that you have enterprise capability. Use examples from **your enterprise project** to support each answer.

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[4]

[Total: 10]

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2 Giacomo completed some market research for the food delivery enterprise. He thought US$2 would be a suitable price to charge for each delivery.

(a) Explain the difference between *primary* and *secondary* market research.

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..... [2]

(b) Explain **one** disadvantage of using secondary market research.

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(c) Explain **one** advantage to Giacomo of using the internet as a method of research for the food delivery enterprise.

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(d) Explain why primary market research is the most appropriate method to check that US$2 was a suitable price to charge for the delivery service.

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[Total: 10]

3 Giacomo decided to produce an action plan which would include solutions to the problems Mrs Tan identified.

(a) Identify **two** items that are usually included in an action plan.

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[2]

(b) Explain **one** way an action plan helped in the operation of **your enterprise project**.

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(c) Define the term *legal compliance*.

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(d) Explain **one** reason laws and regulations would need to be followed by this food delivery enterprise. Use an example from the case study to support your answer.

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[Total: 10]

4 Giacomo intended to negotiate with Mrs Tan to be allowed to start one of the two delivery services.

(a) Define the term *negotiation*.

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..... [2]

(b) Explain how using **one** stage of the negotiation process could assist Giacomo to be successful in his negotiation with Mrs Tan.

Stage .....

Explanation .....

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(c) Define the term *grant*.

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(d) Explain how the college restaurant would benefit by using trade credit to start up the new food delivery enterprise.

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[Total: 10]

5 Giacomo researched items needed for a food delivery enterprise. The results of this research are shown in the case study in Fig. 1.

(a) Explain **one** reason why Giacomo should choose the recyclable packaging.

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(b) Calculate how many deliveries are required to break even if only recyclable packaging is used. Show your working.

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Number of deliveries required to break even ..... [5]

(c) Explain **one** way that Giacomo could reduce the number of deliveries needed to break even.

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[Total: 10]

Section B

Answer **all** questions.

6 **(a)** The college restaurant is a popular venue with many loyal customers from the local community.

Analyse **two** methods the college restaurant could use to retain existing customers if they choose to operate a food delivery enterprise.

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(b) Giacomo decided to present both ideas to Mrs Tan. The two ideas for delivery services were:

- a restaurant cooked meal
- a 'prepare at home' meal.

Evaluate which of the two ideas would be the most appropriate to ensure the success of the college restaurant. You should consider the risks and rewards of each idea to support your answer.

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7 Now consider **your enterprise project**.

(a) To be successful, entrepreneurs need to use a variety of attributes, characteristics and learned skills. These include:

- perseverance
- prioritisation/time management
- problem-solving
- team-building.

Analyse the importance of any **two** of the above to the success of **your enterprise project**. Use examples to support your answer.

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(b) Enterprises can use many methods of marketing communications. These include:

- posters and leaflets
- social media
- sponsorship
- word of mouth.

Evaluate the suitability of any **two** methods of marketing communications used in **your enterprise project**. You may use the methods listed above, or other methods, in your answer.

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