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INSERT **1 hour 30 minutes**

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INFORMATION

- This insert contains the case study.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.

This document has **4** pages. Any blank pages are indicated.

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Nora's enterprises

The background

Nora enjoys using computers at school and has developed considerable skills in this subject. When her friends have a problem with their computers, they ask Nora for help. She intends to study for a degree in computer science. The increasing trend for use of electronic devices suggests that many software developers will be needed in the future.

Recently, schools in Nora's area have started to use online remote tuition. Students unable to attend a lesson in the school building can join lessons from their home computers. As a result, teachers and students are having to learn how to use new remote tuition computer applications (apps). Nora is now helping both teachers and students to understand how to use a variety of different apps.

The instruction sheets idea

After Nora had helped one teacher with the same problem twice, she decided to write instruction sheets which she could provide to the teachers. Nora remembered that when she added screenshots to her emails, the teacher had been better able to understand what to do. She therefore produced app instruction sheets with screenshots to show the user the actions they should take at each stage. She sent an email to all the teachers in her school with the instruction sheets attached.

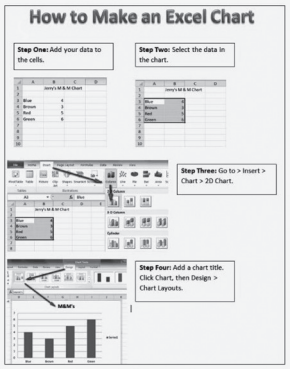


Fig. 1

The teachers copied Nora's instruction sheets and distributed them to their students. Nora thought that the instruction sheets had been successful because the teachers and students needed her help less frequently.

The failed enterprise

While chatting online to students from other schools, Nora realised that teachers and students across the country were having similar problems with apps. Nora thought she could share her instruction sheets online, but then she had an even better idea. She could sell the instruction sheets and earn some money.

At first, Nora was receiving many orders for the instruction sheets but then there was a sudden decline in sales. She realised that her customers were sharing copies of the instruction sheets with other consumers. Nora could not think of a way to stop them from doing this. She therefore decided to end her enterprise as her revenue objective had not been met.

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The video tutorial enterprise

A week later, Nora was watching an online video tutorial but she found it difficult to understand. Nora was certain that she could produce a better video. This gave Nora another idea. She wondered if she could create video tutorials and post them online as a new enterprise. After being unsuccessful with her first enterprise, Nora was concerned. There was a risk that her video tutorials might be copied and used without her permission. She decided to do some research.

The research

Nora used the internet to research. First, she searched how to start up a video tutorial enterprise. Nora found the advertisement shown in Fig. 2.

Start your online enterprise with us!

Are you aiming to develop video content and sell it online?
We can help you to ensure that your enterprise is successful.

We will:

- arrange a legal contract that protects copyright for your video creations
- help to arrange venture capital.

Payments to you:

- US$200 for each video produced
  PLUS
- US$0.50 commission each time a video is viewed.

Contact us today by clicking this link to our website and start your new career.

Fig. 2

Nora thought that if she contacted the business in the advertisement, she might be able to negotiate a better deal.

Nora also researched how to start up her own enterprise. She discovered that every entrepreneur was advised to produce a set of documents which would really help a new enterprise. These included a business plan and risk assessments such as PEST. Nora was confident that she would be able to learn how to produce these herself. She had made her decision. Nora did not need to use another business to help her. She knew how to start up an enterprise.

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