

Exam scope:

1. Entrepreneurship and small, medium and micro enterprises in perspective
2. Basic business concepts and the business environment
3. The identification and development of business ideas
4. The viability of a business idea
5. The business plan
6. Setting up a business

OCTOBER/NOVEMBER 2017

Question Number	Digital Answer
1	<p>2.abc</p> <p>Characteristics that are important to ensure the success of an entrepreneur</p> <ul style="list-style-type: none">• Perseverance – entrepreneur must have confidence in themselves and their business and carry on inspite of setbacks, difficult situations and problems• Commitment to the business – entrepreneur dedicate their skills, expertise and resources to establishing and building the business. They prove commitment by: Using their own money to establish the business Taking a mortgage on a house Working long hours Accepting a lower standard of living and possibly earning little or no income from the business until it is successful• Involvement in the business- they are involved in the business and are aware of everything that is happening on all levels and in all sections of the business.• Willingness to take risks – entrepreneurs takes calculated risks. Thos means that the risk related to a business opportunity must not be too great, for then the chance of success is not in the hands of the entrepreneurs. They are not gamblers. The level of risk must not be too low. Entrepreneurs usually try to reduce the risk by finding investors to provide finance ,making arrangements with suppliers ton provide goods on consignment or persuading suppliers to accept special terms ,and so forth.• Sound human relations – entrepreneurs work closely with other people: they realize they cannot be successful in isolation and therefore motivate their employees. They not know only how to build contacts and long term relationships.• Creativity and innovation –• Positive attitude and approach – entrepreneurs learn from their setbacks and failures. They are realistic and accept that disappointments are inevitable, and are not discouraged when these occur.
2	4.The external factors (absence of competition)
3	4.easier to access
4	3.involvement
5	1.willingness to take calculated risks (arrangement for an overraft)
6	3.identify the need
7	1.she remains positive

8	<p>4.customer service</p> <ul style="list-style-type: none"> • Customer service – it is about marketing and administrative functions. Entrepreneurs who maintain good human relations are aware of clients’ needs, and so provide very good customer service. Examples are after sales service, attention to detail, such as serving refreshments when a client visits. • Knowledge of their competitors • Market orientation – they must know who or what their target market is, its demands and needs, and how to meet this profitability. • The importance of quality products • Accounting for your own purpose ability to understand their own accounting systems. • Insight into the expenditure ,income , profit and loss –ability to distinguish between income and profit • The ability to use income wisely –the ability to exercise financial discipline and understand what to spend on to ensure success.
9	<p>3.service</p> <p>Definition of a production branch</p> <p>A production branch refers to all the enterprises that use more or less the same production processes or perform the same activities.</p> <p>A branch of industry refers to all the enterprises that produce or sell more or less the same products or provide the same services</p> <p><u>Manufacturing production branch</u></p> <p>Shoe manufacturing and furniture manufacturing are clear that that they manufacture different products, they all use raw materials (inputs) which they process into final products (outputs). Therefore, they all fall under the manufacturing production branch.</p> <p><u>Commercial production branch.</u></p> <p>Shoe trading branch ,furniture trading branch and clothing trading branch enterprises sell different products, they all sell final products to consumers. Therefore, they all fall under the commercial production branch.</p> <p><u>Service production branch</u></p> <p>Garden services and medical services are clear that they provide different services, They only provide services – they do not manufacture or sell products. Therefore, they all fallunder the service production branch.</p>
10	3.service
11	3.tertiary
12	4.bcd
13	1.direct,mission
14	2.capital
15	<p>3.right to be heard</p> <p>The customers have the rights to :</p> <ul style="list-style-type: none"> • Be informed – the customer should receive objective information about the available products and services • Exercise personal choice- a variety of products and services is available on the market and the customer has the right to decide what to buy. • Be heard – the business must be geared towards listening to and responding to customer’s complaints and requests. • Protection – safety measures and warnings.
16	<p>1.the needs of consumers</p> <p>Different competition :</p> <ul style="list-style-type: none"> • Competition between the needs of consumers – involves making a choice on your limited disposable income

	<ul style="list-style-type: none"> • Competition between mechanisms for satisfying needs – making a choice between two things which can satisfy your need. E.g deciding between heater, hot water bottle and buy new warm clothes. • Competition between products – making a choice between two products of the same type which can satisfy your need. E.g jersey and track suit • Competition between different trademarks – e.g Woolworth and identity
17	4.different trademarks
18	<p>3.no</p> <p>Direct competition refers to enterprises selling the same products. Examples: If a consumer wants to buy margarine, he or she can choose between various types of margarine, such as Rama, Flora and Stork.</p> <ul style="list-style-type: none"> • An enterprise that provides garden services will compete directly with all the other enterprises that provide garden services in the same area. • Coca-Cola's direct competition is Pepsi, as they offer almost the same product. <p>Indirect competition Indirect competition refers to the use of substitute products. Examples:</p> <ul style="list-style-type: none"> • If a consumer cannot find margarine, he or she can decide to buy butter. • An enterprise that provides garden services competes indirectly with informal garden workers and with homeowners who prefer to maintain their gardens themselves. • If a consumer is thirsty and cannot find Coca-Cola, he or she can decide to buy Bonaqua Pump still water.
19	4.physical
20	1.economic
21	2.bc
22	3.ad
23	4.Implementation
24	2.existing problems
25	2.bd
26	2.the possible combination
27	1.they were able to convert
28	3.ace
29	3.do market research
30	4.customer profile
31	2.market segmentation
32	2.demographic
33	4.behaviouristic
34	3.physiochographic
35	1.geographic
36	1.strength
37	2.weakness
38	3.opportunity
39	1.target market
40	2.capacity of the enterprise
41	3. (no answer, the answer must be contribution %)
42	4.increasing the selling price
43	3.abc
44	2.short term credit needs
45	2.selling price
46	3.Total costs / business hours
47	2.nature and strategy

	<p>A business plan is a detailed plan of action that sets out the nature and strategy of an enterprise. This means that the business plan provides a description of the proposed enterprise. It provides information about the entrepreneurial team, the organizational structure, the form of enterprise, the products or services the enterprise wants to offer, the location of the enterprise, the target market, the capital contribution of the owners and the need for external capital, as well as a summary of the market and profit analysis. The entrepreneur uses the business plan to put all his or her ideas and findings on paper.</p>
48	<p>3. Shani and Jacques The entrepreneur is the main user of his or her business plan.</p>
49	<p>2. Communication tool. A business plan is a tool or instrument for Analysis The business plan contains information on each variable in the business. It serves as a checklist of all the sets of information needed. Synthesis or integration The information should be integrated to make business sense. The information in the business plan should correspond, for example, to the sales figures and the selling price in the marketing plan should correspond to the calculation of the income in the income statement. Communication It serves as a communication tool for all the users of the business plan. It contains information on the nature of the opportunity and how it will be exploited. For example, the bank can now see how you will pay back the loan by looking at your cash flow projections. Action The business plan should be implemented, otherwise it has no use. The business plan must therefore contain information on methods to implement the planned activities.</p>
50	3. action plan
51	3. obtain financing
52	<p>1. description of the enterprise The description of the enterprise General description of the enterprise</p> <ul style="list-style-type: none"> Information on the production branch (industry) and the branch of industry. 598 This provides a short summary of the characteristics of the production branch and branch of industry under which the enterprise falls. The objectives of the enterprise- The entrepreneur must state the short-, medium- and long-term objectives of the enterprise. Uniqueness of the product or service- The entrepreneur must explain why his or her products or services are different from those of the main competitors. Suppliers - Indicate who and where the suppliers of resources are. <p>The marketing plan Market research and analysis of the total potential market This entails a short summary of the findings of the market research and an explanation of the segmentation of the market according to the geographic, demographic, psychographic and behaviouristic segments.</p> <p>Management : (a) Organizational structure The organizational structure serves as an illustration of the people (management and employees) that are involved in the enterprise and their responsibilities. The different management levels in the enterprise must also be indicated. (b) Human resources plan This entails an explanation of the recruitment and selection methods that will be followed, as well as a summary of compliance with labor legislation.</p>

53	<p>1.Human resources plan Management :</p> <p>(a) Organizational structure The organizational structure serves as an illustration of the people (management and employees) that are involved in the enterprise and their responsibilities. The different management levels in the enterprise must also be indicated.</p> <p>(b)Human resources plan This entails an explanation of the recruitment and selection methods that will be followed, as well as a summary of compliance with labor legislation.</p>
54	4.ownership structure
55	2.executive summary
56	2.income and expenditure
57	1.deducting expenses from gross profit
58	4.cash receipts and cash payments
59	3.assets and liabilities
60	<p>1.and “Co” A partnership is formed by two to twenty partners. The name of the enterprise must end with “& Co”</p> <p>A close corporation has one to ten members. The name of the enterprise must end with “CC”</p> <p>A private company consists of one to fifty shareholders. The name of the enterprise must end with “(Pty) Ltd”. A private company is managed by at least one director.</p>
61	2.be
62	3.unlimited
63	3.cease to exist
64	2.submitting
65	2.all the p
66	2.marketing
67	4.operations function
68	3.operations,purchasing
69	<p>1.planning The general management function</p> <p>The general management functions is responsible for the overall management of the enterprise. This includes all the activities (planning, organizing, leading and control) that are performed in the enterprise to enable the enterprise to achieve its goals. The general management function is found in all the other functions of the enterprise.</p> <p><u>Planning</u></p> <p>Planning involves formulating objectives for the enterprise and working out a systematic plan to achieve these objectives. Management should determine in advance what the enterprise wants to achieve and how these objectives can be attained.</p> <p><u>Organizing</u></p> <p>Organizing entails grouping and coordinating activities, creating posts and allocating duties, authority and responsibilities to subordinates. Organizing includes providing resources such as labor, capital and raw materials (or stock) and dividing and distributing tasks. It means that you must determine in advance how, where, by whom, when and with what resources jobs must be carried out.</p> <p><u>Leading</u></p> <p>Leading refers to the way in which a manager motivates subordinates to work together voluntarily to achieve the objectives of the enterprise.</p> <p><u>Control</u></p>

	Control means determining realistic standards against which the actual performance of the employees and the enterprise can be measured so that deviations can be identified and corrective steps taken. The manager ensures that employees carry out instructions according to plan so that the objectives of the enterprise can be achieved.
70	2.organising

OCTOBER /NOVEMBER 2016

Question Number	Digital Answer
1	1.entrepreneur
2	2.was responsible for the growth
3	4.will find diff
4	4.has easier access
5	2.expertise Skills: Refer to manual work and can be learned. Expertise: Expertise is based on knowledge that you acquire through experience. Aptitudes: Each person is born with certain aptitudes and talents.
6	1. Perseverance Characteristics that are important to ensure the success of an entrepreneur <ul style="list-style-type: none"> Perseverance – entrepreneur must have confidence in themselves and their business and carry on inspite of setbacks, difficult situations and problems. Successful entrepreneurs have an intense determination and a need to overcome obstacles ,solve problems and complete a task. Commitment to the business – entrepreneur dedicate their skills, expertise and resources to establishing and building the business. They prove commitment by: Using their own money to establish the business Taking a mortgage on a house Working long hours Accepting a lower standard of living and possibly earning little or no income from the business until it is successful Involvement in the business- they are involved in the business and are aware of

	<p>everything that is happening on all levels and in all sections of the business.</p> <ul style="list-style-type: none"> • Willingness to take risks – entrepreneurs take calculated risks. This means that the risk related to a business opportunity must not be too great, for then the chance of success is not in the hands of the entrepreneurs. They are not gamblers. The level of risk must not be too low. Entrepreneurs usually try to reduce the risk by finding investors to provide finance, making arrangements with suppliers to provide goods on consignment or persuading suppliers to accept special terms, and so forth. • Sound human relations – entrepreneurs work closely with other people: they realize they cannot be successful in isolation and therefore motivate their employees. They not only know how to build contacts and long term relationships. • Creativity and innovation • Positive attitude and approach – entrepreneurs learn from their setbacks and failures. They are realistic and accept that disappointments are inevitable, and are not discouraged when these occur.
7	<p>3.commitment</p> <p>Commitment to the business – entrepreneur dedicates their skills, expertise and resources to establishing and building the business.</p>
8	2.involvement in the business
9	<p>3.service</p> <p>Definition of a production branch</p> <p>A production branch refers to all the enterprises that use more or less the same production processes or perform the same activities.</p> <p>A branch of industry refers to all the enterprises that produce or sell more or less the same products or provide the same services</p> <p><u>Manufacturing production branch</u></p> <p>Shoe manufacturing and furniture manufacturing are clear that they manufacture different products, they all use raw materials (inputs) which they process into final products (outputs). Therefore, they all fall under the manufacturing production branch.</p> <p><u>Commercial production branch.</u></p> <p>Shoe trading branch, furniture trading branch and clothing trading branch enterprises sell different products, they all sell final products to consumers. Therefore, they all fall under the commercial production branch.</p> <p><u>Service production branch</u></p> <p>Garden services and medical services are clear that they provide different services, They only provide services – they do not manufacture or sell products. Therefore, they all fall under the service production branch.</p>
10	3.service
11	3.tertiary
12	2.abc
13	1.direct,mission statement and objectives
14	<p>1.to be informed</p> <p>The customers have the rights to :</p> <ul style="list-style-type: none"> • Be informed – the customer should receive objective information about the available products and services • Exercise personal choice- a variety of products and services is available on the market and the customer has the right to decide what to buy. • Be heard – the business must be geared towards listening to and responding to customer's complaints and requests. • Protection – safety measures and warnings.
15	1.The needs of consumers
16	<p>4.different trademarks</p> <p>Different competition :</p>

	<ul style="list-style-type: none"> • Competition between the needs of consumers – involves making a choice on your limited disposable income • Competition between mechanisms for satisfying needs – making a choice between two things which can satisfy your need. E.g deciding between heater, hot water bottle and buy new warm clothes. • Competition between products – making a choice between two products of the same type which can satisfy your need. E.g jersey and track suit • Competition between different trademarks – e.g Woolworth and identity
17	3.no
18	2.social
19	1.economic
20	4.physical
21	<p>3.planning</p> <p><u>The idea stage</u> Definition: Identifying and generating feasible business ideas. During this stage, the entrepreneur cultivates a creative attitude, identifies opportunities, generates and develops business ideas, chooses a suitable idea and tests the feasibility of this idea.</p> <p><u>The planning stage</u> Definition: Investigating the profitable exploitation of the idea and drawing up a business plan. This is the decision-making stage where the entrepreneur tests the viability of the idea by investigating the market and profit potential of the idea. The entrepreneur has to decide on the products he or she wants to offer and determine the potential consumers, target market and expected market share. He or she has to calculate the total cost per unit, decide on the selling price and determine the profit potential of the idea. If the entrepreneur is satisfied with the results of the viability study, he or she has to draw up a business plan.</p> <p><u>Implementation stage</u> Definition: Put the idea into practice by starting the enterprise. This stage entails all the actions that the entrepreneur has to take to start the enterprise. The entrepreneur has to register the form of enterprise, comply with legal requirements and implement the eight functions of the enterprise.</p>
22	4.Implementation
23	<p>3.apply convergent thinking</p> <p>Divergent thinking</p> <ul style="list-style-type: none"> • the ability to think of many original source or from the ground, diverse and elaborate ideas • essential to the novelty of creative products • right brain dominant • see things in a perceptual manner <p>Convergent thinking</p> <ul style="list-style-type: none"> • the ability to logically evaluate and choose the best idea from a selection of ideas • essential to the appropriateness of the products • left brain dominant • see things in an analytical manner
24	2.paid attention to existing problems
25	2.expertise
26	2.the possible combinations of ideas
27	1.if he had the ability to convert his idea into an enterprise
28	1.market and profit potential

29	4.Caculate the profit potential
30	3.psychographic
31	1.geographic
32	4.behaviouristic
33	2.demographic
34	3.target market
35	3.opportunity
36	1.strength
37	<p>4.threat</p> <p>Environmental threat – any unfavourable condition or trend in the market environment that can, in the absence of a deliberate effort by management, lead to the failure of the business, its products or services.</p> <p>NB.SWOT Analysis:</p> <ul style="list-style-type: none"> • Strengths and capabilities (internal environment i.e. micro-environment) • Weaknesses(internal environment i.e. micro-environment) • Opportunities (external environment i.e. market and macro-environment) • Threats (external environment i.e. market and macro-environment)
38	2.weakness
39	<p>1.target market</p> <p><u>Definition of a target market</u></p> <p>The target market is the portion of the total market that you can reach with your products or services. This refers to a specific market segment or segments at which you will direct your products or services or the people to whom you are going to sell your products or services.</p>
40	3.capacity of the teams
41	2.overheads
42	4.hours worked per month
43	1.should cover all
44	4.breakeven point
45	2.gross profit margin
46	<p>3.obtain financing</p> <p>A business plan is compiled for the following reasons:</p> <ul style="list-style-type: none"> • to obtain financing • to address all business activities • to serve as a communication instrument to help the entrepreneur sell his or her management ability and business idea to everyone that has an interest in the business (the users of the business plan)
47	<p>2.should include all</p> <p>The three principles of a business plan are as follows:</p> <p><u>The business plan is a blueprint of the enterprise</u></p> <p>The business plan lists all the facets of the proposed enterprise. It explains exactly what the opportunity is and how the entrepreneur will exploit it. It serves as a road map that indicates the route the entrepreneur has to follow in the future.</p> <p><u>The business plan is a flexible planning document</u></p> <p>As the business environment changes constantly. The business plan should be updated regularly to make provision for these changes.</p> <p><u>The business plan should be developed by the entrepreneur</u></p>

	The only way to understand your enterprise properly is to develop the business plan yourself. External consultants can be used, but as the entrepreneur and owner of the enterprise, you should still be actively involved in the process. As the business plan also acts as a management instrument and guideline, it is vital for the entrepreneur to be personally involved in order to get an operational framework of the enterprise.
48	<p>2.intergration</p> <p>A business plan is a tool or instrument for</p> <p><u>Analysis</u> The business plan contains information on each variable in the business. It serves as a checklist of all the sets of information needed.</p> <p><u>Synthesis or integration</u> The information should be integrated to make business sense. The information in the business plan should correspond, for example, to the sales figures and the selling price in the marketing plan should correspond to the calculation of the income in the income statement.</p> <p><u>Communication</u> It serves as a communication tool for all the users of the business plan. It contains information on the nature of the opportunity and how it will be exploited. For example, the bank can now see how you will pay back the loan by looking at your cash flow projections.</p> <p><u>Action</u> The business plan should be implemented, otherwise it has no use. The business plan must therefore contain information on methods to implement the planned activities.</p>
49	4.action
50	1.description
51	<p>3.management plan</p> <p>The description of the enterprise</p> <p>General description of the enterprise</p> <ul style="list-style-type: none"> • Information on the production branch (industry) and the branch of industry.598This provides a short summary of the characteristics of the production branch and branch of industry under which the enterprise falls. • The objectives of the enterprise-The entrepreneur must state the short-, medium- and long-term objectives of the enterprise. • Uniqueness of the product or service-The entrepreneur must explain why his or her products or services are different from those of the main competitors. • Suppliers -Indicate who and where the suppliers of resources are. <p>The marketing plan</p> <p>Market research and analysis of the total potential market</p> <p>This entails a short summary of the findings of the market research and an explanation of the segmentation of the market according to the geographic, demographic, psychographic and behaviouristic segments.</p> <p>Management:</p> <p>(a) Organizational structure</p> <p>The organizational structure serves as an illustration of the people (management and employees) that are involved in the enterprise and their responsibilities. The different management levels in the enterprise must also be indicated.</p> <p>(b)Human resources plan</p> <p>This entails an explanation of the recruitment and selection methods that will be followed, as well as a summary of compliance with labor legislation.</p>
52	4.estimated
53	1.deduct the expenses from
54	4.cash receipts and cash payments
55	2.add the

56	3.assets and liabilities
57	2.ac <i>Explanation of the main entries on a balance sheet</i> <u>6Capital employed</u> <ul style="list-style-type: none"> ✓ own capital (equity) ✓ long-term liabilities such as long-term loans and mortgage bonds ✓ current liabilities such as creditors, short-term loans and bank overdrafts 686 <u>Employment of capital</u> <ul style="list-style-type: none"> ✓ fixed assets such as land, buildings, machinery, equipment and vehicles ✓ current assets such as stock, cash and debtors
58	3.bde
59	2.cannot exist independent
60	3.unlimited
61	1.have limited
62	4.can be any legal name
63	4.eentails obtaining a
64	1.Greg,the owner
65	4.Workmen's Compensation Commissioner
66	1.Marketing
67	4.operations
68	3.purchasing
69	1.planning
70	2.organising

MAY/JUNE 2016

Question Number	Digital Answer
1	2.Entrepreneur
2	1.intreprenuer
3	4.has to pay tax
4	1.using R30 000 of her savings account
5	1.involvement in Buttons
6	3.willingness
7	1.creativity and innovation Creativity refers to the ability to identify new ideas and opportunities, and innovation refers to the ability to implement or apply these ideas and opportunities. Lindi identified and implemented the opportunity to open the shop.
8	2.expertise
9	4.establishment
10	4.manufacturing and commercial
11	3.tertiary
12	2.secondary
13	3.industrial column An industrial column represents the route that an individual product follows from its original stage until it ends up in the hands of the consumer
14	2.make profit
15	2.capital Capital-We distinguish between financial capital (own or borrowed money), physical capital (land, buildings, machinery, equipment and vehicles) and human capital (technical knowledge and skills).
16	4.Labor
17	1.Entrepreneuership
18	2.capital
19	3.to be heard
20	3.technological
21	1.idea
22	4.the ability to come up with new ideas and to implement them
23	2.divergent,perpetual
24	1.expertise Expertise is based on knowledge you acquire. Expertise and knowledge are obtained by formal studies and/or experience.
25	4.existing problems
26	4.Implementation stage
27	3.bow
28	3.viability study and business plan
29	4.abcd
30	2.Step 2
31	2.Customer profile
32	4.abcd objectives should meet the following requirements: <ul style="list-style-type: none"> • Objectives must be measurable. • Objectives must be realistic and attainable. • Objectives must be clear and understandable. • Objectives must be set within a specific time frame
33	1.market segmentation

34	2.whether there is a need for her products
35	1. Geographic -where are the consumers or where do they live (in which area)?
36	2.demographic ✓ Who are the consumers – what are their occupation and average income? ✓ What are their average age, gender, social class and the size of their households?
37	3.psychographic ✓ What products do they buy (prefer) or on what products do they spend their money? ✓ What type of lifestyle do they maintain?
38	4.behaviouristic ✓ When do they buy the products? ✓ How often do they buy?
39	2.abc Examine each segment according to the following: <ul style="list-style-type: none"> • Accessibility – will you be able to reach your consumers? • Measurability – can you determine the number of consumers in the segment? • Profitability – can the consumer pay the price for your product that will enable you to make a profit?
40	1.SWOT Analysis One can determine how well you can compete with them by compiling a SWOT analysis. SWOT analysis is a list of the strengths, weaknesses, opportunities and threats of the entrepreneur. Remember, the strengths and weaknesses come from the micro-environment and the opportunities and threats from the market and macro-environments
41	4.Income
42	2.selling price
43	4.indirect
44	2.break-even point in rand value
45	4.ac
46	2.nature and strategy
47	1.Lindie
48	4.Analysis A business plan is a tool or instrument for Analysis The business plan contains information on each variable in the business. It serves as a checklist of all the sets of information needed. <u>Synthesis or integration</u> The information should be integrated to make business sense. The information in the business plan should correspond, for example, to the sales figures and the selling price in the marketing plan should correspond to the calculation of the income in the income statement. <u>Communication</u> It serves as a communication tool for all the users of the business plan. It contains information on the nature of the opportunity and how it will be exploited. For example, the bank can now see how you will pay back the loan by looking at your cash flow projections. <u>Action</u> The business plan should be implemented, otherwise it has no use. The business plan must therefore contain information on methods to implement the planned activities.
49	2.synthesis
50	1.Communication
51	3.actions
52	3. after the table of contents and before the description of the enterprise <i>Executive summary</i> This is a short summary of the highlights of the business plan, which provides the reader with an overview of the business plan. It should be written after the business plan has been completed and inserted on a separate page, after the table of contents and before the description

	of the enterprise. It should be written in paragraph format.
53	2.property
54	3.ace
55	2.bd
56	2.break-even point in units
57	1.acd
58	3.bce
59	1.a single
60	2.Lindie is personally liable for losses
61	4.has no restrictions
62	4.opening of her
63	1.product
64	<p>2. Purchasing</p> <p>Purchasing function:</p> <ul style="list-style-type: none"> • Find suitable suppliers of raw materials or stock. • Negotiate with suppliers for better prices for cash payments. • Compare suppliers in terms of prices, quality and the services they provide. • Find alternative suppliers so that you are not dependent on one supplier. • Maintain good relations with suppliers. • Maintain good relations with other functions of the enterprise. • Exercise effective stock control. • Exercise quality control.
65	<p>3.Public relations</p> <p><u>The public relations function</u></p> <p>The public relations or external relations function is responsible for promoting the image of the enterprise to ensure positive support from all the interest groups of the enterprise. It strives to create goodwill, cooperation, mutual understanding and acceptance from all the relevant interest groups, such as the consumers, community, capital providers, employees and authorities.</p>
66	4.Information management
67	<p>3.Medium-term,financial</p> <p><u>Financial function</u></p> <p>The financial function is responsible for determining the capital need of the enterprise and for deciding how the capital need will be financed. This includes decisions on the effective application of funds and the best possible use of the sources of finance, as well as the development of a basic accounting system.</p> <p><u>Financing of different financial requirements</u></p> <p>As an entrepreneur, it is important to know how to obtain the right finance for your different capital requirements.</p> <ul style="list-style-type: none"> • To buy property, you will need a large amount and have to apply for long-term financing. • To buy expensive machinery and equipment, you have to apply for medium-term financing. • To buy computer equipment or raw materials, you have to apply for short-term financing.
68	1.Planning
69	3.Leadng
70	2.Organising