— WHY START A BUSINESS? —

You are a business consultant. What advice would you give to each of the four people shown in the illustration below?

What questions would you need to ask them?

I got made redundant, but
I'm great with anything
mechanical, and there are
probably loads of people out
there would ride a moped if they
could get a cheap one.



It's hard to get work at my age, and there's no other cafe for miles around.

I can't stand my new
boss, and if I had my own
shop I could choose my
own hours.

Many small businesses fail early on. One possible reason is losing control over cash – by carrying too much stock, paying suppliers too quickly, or giving credit. The illustration hints at other reasons. Make a list of ways to avoid early failure.

Homework: From your class work, design and write a leaflet offering advice to people considering starting up their own business.