Ideas Into Action

Read how entrepreneurs turn opportunities into economic activity.

SS6E12.e "Describe the role of entrepreneurship."

NAME ______________________ DATE ____________

1 READ AND MARK

Read it twice

YOUR JOB Underline three actions an entrepreneur takes, and circle two ways entrepreneurship can affect people or the economy.

A Business Begins

1 Entrepreneurship is the work of starting and growing a business or creating a new way to solve a problem. An entrepreneur notices an opportunity, develops an idea, and takes a financial risk to make the idea real. In Australia, entrepreneurs may open a shop, design an app, invent a product, or provide a service. They decide what customers need, how much to charge, and how to use workers, materials, and money. Their choices can turn an idea into goods or services people can buy.

2 Consider a small business in a coastal Australian town that rents electric bicycles to visitors. Its owner saw that some visitors wanted a quiet way to travel between beaches and cafés. Before opening, the owner compared bicycle prices, chose a rental location, bought helmets, and planned for repairs. The business earns money only if enough customers rent bicycles. Stormy weather, broken equipment, or a new competitor could reduce income. Still, the owner's decisions offer a service, meet a customer need, and may create work for mechanics or rental assistants.

3 Entrepreneurship affects more than one owner. When a new business succeeds, it can hire workers and buy supplies from other businesses. It can also give customers another choice. For example, a successful rental company might encourage other businesses to improve their services or try different ideas. Not every business succeeds, because entrepreneurs can lose the money they invest. Even so, entrepreneurship helps an economy change as people test ideas, respond to needs, and create goods and services. Governments may support this activity with training, advice, or rules that help businesses operate safely.

2 ANSWER WITH EVIDENCE

Use the passage

1. What opportunity did the electric bicycle business owner notice?

2. Name two decisions the owner made before opening the business. How did these decisions help make the idea possible?

3. How can a successful new business affect both workers and customers?

4. Why is starting a business a financial risk? Give one reason the bicycle business could lose income.

3 YOUR TURN

Your own words

In 4 sentences, propose a business or service for your community. Describe the need it would meet, two steps the entrepreneur would take, one risk, and one benefit the business could bring.

Ideas Into Action

PART 1 · READ AND MARK

Underline three actions an entrepreneur takes, and circle two ways entrepreneurship can affect people or the economy. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	What opportunity did the electric bicycle business owner notice?	**The owner noticed that visitors wanted a quiet way to travel between beaches and cafés.**
2	Name two decisions the owner made before opening the business. How did these decisions help make the idea possible?	**The owner compared bicycle prices, chose a rental location, bought helmets, and planned repairs. These decisions helped the owner prepare the resources and service needed to run the business.**
3	How can a successful new business affect both workers and customers?	**It can hire workers and give customers another choice of goods or services.**
4	Why is starting a business a financial risk? Give one reason the bicycle business could lose income.	**An entrepreneur can lose the money invested if the business does not earn enough. Stormy weather, broken equipment, too few rentals, or a new competitor could reduce income.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

I would start a mobile bicycle-repair service for students and families who cannot easily take a bike to a shop. I would check local demand, buy tools and spare parts, and set prices. I could lose money if too few customers book repairs. If the service works, it could save people time and create a job for another repair worker.

Accept equivalent passage-based examples of entrepreneurial actions, risks, and economic effects. For Part 3, accept realistic businesses that identify a need, steps, a risk, and a benefit.