Ideas Into Action

How entrepreneurs help communities and economies

SS6E9.e "Describe the role of entrepreneurship."

NAME ____________________ DATE __________

1 READ AND MARK

Read it twice

YOUR JOB Underline actions Ana takes or could take as an entrepreneur, and circle effects her business could have on customers, workers, or other businesses.

A Lunch Idea in Split

1 In the Croatian coastal city of Split, Ana notices that visitors and local families want quick meals made with local ingredients. She considers starting a small lunch delivery business. An entrepreneur is a person who sees an opportunity, develops an idea, and takes the risk of starting or improving a business. Ana would need to choose a menu, find suppliers, estimate costs, and decide whether enough customers would buy her meals. Her idea could provide a useful service while trying to earn a profit.

2 Starting a business does not guarantee success. Ana might spend money on kitchen space, containers, and advertising before she earns any money. Bad weather, new competitors, or fewer tourists could lower demand. To reduce risk, she could begin with a small number of deliveries and ask customers for feedback. If customers want vegetarian choices, she could change the menu. Entrepreneurs often make decisions, solve problems, and adapt when conditions change. These actions can help a business meet people's needs and remain competitive.

3 Entrepreneurship affects more than one business owner. If Ana's delivery business grows, she may buy vegetables from nearby farmers, bread from a local bakery, and packaging from another company. She might also hire a driver or cook. These purchases and jobs can spread money through the community. Other businesses may respond by improving their own service or creating new products. In this way, entrepreneurs can introduce choices for consumers, create employment, and encourage economic activity, even though some new businesses fail as well.

2 ANSWER WITH EVIDENCE

Use the passage

1. What business does Ana consider starting, and what need does it meet?

2. Name two risks or costs Ana could face when starting her business.

3. How could customer feedback help Ana adapt her business?

4. Explain two ways Ana's growing business could help her community.

3 YOUR TURN

Your own words

Create a business idea for a community in Europe. Describe the opportunity, one risk and an adaptation, and two ways the business could affect the community.

PART 1 · READ AND MARK

Underline actions Ana takes or could take as an entrepreneur, and circle effects her business could have on customers, workers, or other businesses. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	What business does Ana consider starting, and what need does it meet?	**She considers a small lunch delivery business. It would meet customers' need for quick meals made with local ingredients.**
2	Name two risks or costs Ana could face when starting her business.	**Answers may include spending money on kitchen space, containers, or advertising; bad weather; new competitors; or fewer tourists lowering demand.**
3	How could customer feedback help Ana adapt her business?	**If customers want vegetarian choices, she could change the menu.**
4	Explain two ways Ana's growing business could help her community.	**It could buy supplies from nearby businesses and hire a driver or cook. It could also spread money through the community, give consumers more choices, or encourage other businesses to improve or create products.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

In a town in Poland, Marek notices that commuters need quick bicycle repairs near the train station. He plans a small repair shop. Rainy weeks could bring fewer customers, so he could offer indoor repair classes and advertise them online. If the shop grows, Marek could hire an assistant and buy tools from a local supplier. His service would give commuters another choice.

Accept reasonable business ideas set in a European community when the response identifies an opportunity, a realistic risk, an adaptation, and two community effects. Effects may include jobs, purchases from suppliers, consumer choices, competition, or economic activity.