



# **EXAMINATIONS COUNCIL OF ESWATINI**

Eswatini Prevocational Certificate of Secondary Education

## **Entrepreneurship (5923)**

**Examination Report for 2023**



**EPCSE Entrepreneurship****5923/02****General Comments**

The general performance of the candidates was poor in all centres, the majority of candidates scored below 50%. Some candidates did not attempt some of the questions, resulting in them scoring low marks. The majority of the candidates were able to recall and reproduce **(AO1)** and were able to reach the skills and concepts level **(AO2)** but struggled to reach the strategic thinking level **(AO3)**, hence they performed poorly in both sections A and B.

**Comments on Specific Questions****Section A****Question 1**

**(a)** The question required candidates to state two types of entrepreneurs. The question was accessible to the majority of the candidates as they were able to state the types of entrepreneurs which are;

- Innovators
- Opportunists
- Imitators and Social.

**(b)** Candidates were expected to explain two reasons why it is important for Farm Shop Ltd to promote the produce. The majority of the candidates were able to explain the reasons but failed to show strategic thinking level **(AO3)**.

**The reasons were:**

- To encourage growth of sales.
- To boost loyalty.
- To create awareness of the shop.
- To increase market share.

**(c)** Candidates were expected to analyse how two barriers have affected Vusani's enterprise. The question proved to be easy as the majority of the candidates got it correct hence they were able to score high marks.

**The expected response:**

- Lack of storage space.
- Distance from the store.
- Distance from the suppliers of fertiliser.
- Severe drought in the area.

- (d) Candidates were expected to analyse two ways that Vusani can use to protect elements of the Farm Shop enterprise idea. The majority of the candidates performed poorly in this question and some did not attempt it at all.

**The expected response was:**

- Copyright
- Trademark
- Patents
- Trade secrets

**Question 2**

- (a) Candidates were required to state two stages of a business cycle. The majority of the candidates were giving stages of a product life cycle hence they performed poorly in this question which resulted in the loss of marks.

**The stages were:**

- Expansion
- Peak
- Contraction
- Through

- (b) Candidates were required to explain two reasons why Farm Shop Ltd would benefit from producing a cash flow forecast. The majority of the candidates performed poorly in this question; they were mentioning profit/loss as a benefit whereas it is not.

**The reasons were:**

- To help enterprise to plan for the future.
- To set budgets for individual departments.
- To create targets for staff and departments.

- (c) Candidates were required to analyse how two areas of support provided by SEDCO could assist Farm Shop Ltd to be more successful. The majority were not able to give the areas of support provided by SEDCO, instead they were giving institutions that provide support to SMEs. The few that were able to mention the areas of support, failed to develop them to **(AO2)** and **(AO3)**, that resulted to the loss of marks.

**The expected response was:**

- Business plans
- Training
- Advice

- (d) Candidates were expected to analyse two ways that Farm shop Ltd benefited by forming as a private limited company. The question proved to be difficult to the candidates, the majority were analysing advantages of partnership only a few were able to answer this question correctly.

**The expected response:**

- Limited liability
- Borrowing capacity
- Separate legal entity
- Uninterrupted existence

**Question 3**

- (a) Candidates were required to analyse two ways in which Farm Shop Ltd would benefit from selling branded packed goods. The question was accessible to candidates as most of them were able to analyse the ways hence they scored high marks in this question.

**Expected response:**

- It adds value to the brands of Farm shop.
- It allows Farm shop to reach new markets.
- Manages different sales channels more easily.
- It increases customers and sales for the Farm shop.

- (b) Candidates were required to justify whether Farm shop Ltd made the correct decision in segmenting their market. The majority of the candidates did not attempt this question at all. The few that attempted were either giving ways of segmenting a market or arguing one side, instead of points for and against.

The levels were as follows:

Level	Descriptors
3	Candidates were expected to explain the advantages and disadvantages of market segmentation plus justification for or against them.
2	Candidates were expected to apply knowledge and understanding of market segment.
1	Candidates were expected to demonstrate some knowledge and understanding of market segment and there is no application.
0	No credible response. Candidates were unable to demonstrate knowledge or understanding of advantages and disadvantages of market segmentation.

**The expected response may include:**

**Points for:**

- Determining market opportunities
- Adjustments in marketing appeals
- Developing marketing programmes
- Efficient use of resources

**Points against:**

- Expensive production
- Expensive marketing
- Promotion problems

#### Question 4

- (a) Candidates had to explain two reasons why it is important for Farm shop Ltd to conduct market research. The majority of the candidates were able to identify the reasons **(AO1)** but they failed to analyse them, showing importance for the shop to conduct market research and **(AO2)** showing strategic thinking **(AO3)**, hence they lost marks.

**The expected response may include:**

- It is a powerful tool to help minimise risk.
- Helps to provide key insights and information to business.
- It helps to identify new opportunities for business.

- (b) Candidates were expected to justify whether it is a good strategy for Farm shop Ltd to sell goods on credit. Most candidates only argued one side yet the question required them to argue the advantages and disadvantages of selling on credit.

The levels were as follows:

Level	Descriptors
3	Candidates were expected to explain the advantages and disadvantages of selling goods on credit plus justification for or against them.
2	Candidates were expected to apply knowledge and understanding of the advantages and disadvantages of selling goods on credit.
1	Candidates were expected to demonstrate some knowledge and understanding of selling goods on credit and there is no application.
0	No credible response. Candidates were unable to demonstrate knowledge or understanding of advantages and disadvantages of selling goods on credit.

**The expected response may include:**

**Advantages:**

- Increases sales
- Increases market share
- Increases customer loyalty

**Disadvantages**

- Reduces cash flow
- Encourages bad debts
- Increases administrative costs

**Question 5**

- (a) The question required candidates to analyse two possible causes of business failure for Farm shop. The question was he question was accessible to the majority of students, hence they got maximum marks.

**The expected response may include:**

- Lack of capital.
- Leadership failure.
- Lack of planning.
- Red tape.

- (b) The question required candidates to justify whether the benefits of preparing a business plan are greater than the costs for Farm shop Ltd. The majority of the candidates failed to identify and explain the advantages and disadvantages of preparing a business plan for Farm shop Ltd. Some candidates were arguing one side yet the question required them to argue for and against.

The levels were as follows:

Level	Descriptors
3	Candidates were expected to explain the advantages and disadvantages of preparing a business plan plus justification for or against their use.
2	Candidates were expected to apply knowledge and understanding of the advantages and disadvantages of preparing a business plan.
1	Candidates were expected to demonstrate some knowledge and understanding of preparing a business plan and there is no application.
0	No credible response. Candidates were unable to demonstrate knowledge or understanding of advantages and disadvantages of preparing a business plan.

**The expected response may include:**

**Advantages:**

- It can be used as a communication tool with other stakeholders.
- It could be used to measure the viability of the proposed business idea.
- It could be used to make sound decisions.

**Disadvantages**

- It may be inaccurate
- It restricts freedom
- It's great implementation practices



**EPCSE Entrepreneurship****5923/03****General Comments**

Overall performance in this paper was satisfactory, the majority of candidates scored above 50%. However, centres are encouraged to improve in their competencies for the Entrepreneurship project stage 2. Some candidates seem to have challenges in the financial planning for their enterprises as well as demonstrating consistency, reasoning and critical thinking skills as they developed their business plans. Candidates also seem to have challenges in displaying their mathematical competences in calculating prices for their products, as well calculating the break-even points in their enterprises. Very few candidates display the level of critical thinking skills when discussing any component of the business plan.

The EPCSE's Entrepreneurship Paper 3 is a school-based project (Stage 1 – Plan for Negotiation; Stage 2 - Plan Development; Stage 3 - Business Plan Oral Presentation) that was submitted to ECESWA for marking. Candidates were expected to generate a viable business idea based on the product/service, which they developed in their area of specialisation (Agricultural Technology, Food and Textiles Technology, Technical Studies and Business Accounting). Candidates were to develop the business concept into a business plan for an enterprise. This year (2023), for the first time, candidates were presenting all the three (3) stages to ECESWA as stated in the syllabus. The candidates' work consists of a portfolio of evidence covering the three (3) stages.

**STAGE 1: NEGOTIATION PLAN****General Comment:**

Candidates were expected to develop a plan on how they will apply negotiation skills for their goods or service they are planning to offer. They should display that initial planning for the negotiation was adjusted overtime to come up with final plan, and explain well-reasoned situation/purpose, benefits as well as drawbacks. Candidates were also expected to evaluate the people involved during the negotiation process and the expected outcome of the negotiation process. Candidates should take note that a negotiation plan is not the same as the business plan or a research paper.

The negotiable plan should include the following:

- (a) Documented evidence of the negotiation process, e.g. a signed agreement to lease an office space for an enterprise
- (b) Situation/purpose of the negotiation process
- (c) Excellent statement of people involved in the negotiation process
- (d) Benefits of the negotiation process to the people involved
- (e) Drawbacks of the negotiation to the people involved
- (f) Anticipated outcomes of the negotiation process

Each candidate was expected to produce a negotiation plan write-up of between 800-1000 words under the guidance of the supervisor. After the approval by the supervisor, candidates were to continue with the development of the business plan.

### **GENERAL PERFORMANCE:**

The general performance for this stage of the Entrepreneurship project was above average. The stage consists of 15 marks.

#### **A. Documented evidence of the negotiation process**

##### **Expected Response:**

Candidates can submit any documented evidence for the negotiation process. For example, a signed agreement of leasing an office space for an enterprise.

##### **Common errors/misconceptions:**

Most candidates did not submit the documented evidence for the negotiation process.

#### **B. Situation/purpose of the negotiation process**

##### **Expected response:**

Candidates were to provide excellent evaluation of the purpose of the negotiation plan, explaining why they want to negotiate in the first place. For example, a candidate can negotiate with the supplier for a price reduction or better quality of the raw materials for their enterprises; candidates can also negotiate for the lease of an asset; etc.

**Common errors/misconceptions**

Most candidates were giving reasons why they had started their businesses instead of evaluating the purpose of their negotiation process in their context.

Candidates continued to evaluate the purpose of their enterprises in general, not the purpose of the negotiation process.

**An example of a wrong situation or purpose of the negotiation:** 'the purpose of my enterprise is to produce beetroot and sell it to the street vendors'.

**An example of a correct situation or purpose of the negotiation:**

1. 'the purpose of the negotiation is to request for the reduction of a price for my beetroots seedlings with the supplier which is Khuba Traders'.
2. 'the purpose of my negotiation is to make agreements on the terms on the lease of a sewing machine from Singer Traders'.

**C. PEOPLE INVOLVED:****Expected response:**

Candidates were expected to state people who will be involved in the negotiation process, as well as their designation. For example, the supplier, customer, service provider, landlord, etc. They were supposed to write the name of their enterprise and the name of the owners for their enterprise. It is impressive to note that most candidates were able to write the names of their enterprises and their owners.

Candidates were also expected to write the enterprises name and the name of the person they were planning to negotiate with.

Candidates were expected to evaluate a statement of people that will be involved in their negotiation process.

**Common errors/Misconceptions**

Most candidates gave a list of customers or supplier not specifying those they are planning to negotiate with for the different purposes/situations.

Candidates were also expected to state whether the person to negotiate with will be a customer, a supplier, a landlord, etc. However, most candidates did not write the names of the people they will be negotiating with, as well as their enterprises' names.

**A good example:** Zitha Tailors which is owned by Ms. Sakhile Nhleko is planning to negotiate for a lease agreement with Mr. Vusi Khumalo, a Manager from the Singer Sewing Machine Traders.

#### **D. BENEFITS:**

##### **Expected response:**

Candidates were expected to evaluate at least two benefits that the person they negotiate with will benefit. They were to evaluate reasons why the person should support the proposal presented to him/her. Candidates should state reasons why the service provider will benefit by offering the service, and this will lead to what.

##### **Common errors/misconception**

Most candidates were writing the benefit that they themselves will get if they were able to start their enterprise.

Candidates should explain the advantages or reasons why the other side should support their proposals, not stating the candidates benefit.

**A Good Example:** 'Once you offer the lease agreement to us as tailors, our output will increase, which may lead to additional requests for the sewing machine, that could lead us to end up buying more sewing machines from your company'

#### **E. DRAWBACKS:**

##### **Expected response:**

Candidates were expected to evaluate at least two drawbacks of the planned negotiation to be experienced from the person they negotiate with. They were expected to evaluate reasons why the person may not support the proposal presented. Candidates were also expected to discuss how they will curb the stated drawbacks.

**Common errors/misconceptions**

Most candidates explained drawbacks of their enterprises, not drawbacks to be experienced by the person that they were to negotiate with. A majority of the candidates did not discuss how they will curb the stated drawbacks.

**A good example:** 'The leased sewing machine will lose its value while being used by us as tailors. However, we believe that you will charge us a fee for damages.'

**F. EXPECTED OUTCOME OF THE NEGOTIATION:****Expected response:**

Candidates were expected to evaluate the deal that might be agreed on because of the negotiation. Some candidates were able to write proper expected outcomes of the negotiations.

This section can only be completed after the negotiation has taken place. Candidate should state their expectations of the negotiation. What type of the deal they want?

**Common errors/misconceptions**

Most candidates wrote something like 'win to win situation' which is hard to understand during marking.

**A good example:** Candidate evaluate the deal she/he hopes to get after the negotiation process.

**Conclusion:**

Most candidates were unable to discuss benefits and drawbacks enterprises would experience as a result of the expected outcome.

**Recommendation:**

Centres should encourage candidates to be open minded as they write this stage.

**STAGE 2: BUSINESS PLAN DEVELOPMENT****General comments**

This stage required candidates to write a business plan using all the components as follows:

1. Preliminary pages (cover page, table of content, appendices, reference)
2. Executive Summary
3. Enterprise Description
4. Marketing Plan

5. Production Plan/Operational Plan
6. Financial Plan
7. Management Plan

Candidates were expected to prepare all the business plan components as per the dictates of the syllabus, in readiness for presentation to a potential investor. The information presented should be analysed consistently showing reasoning skills, critical thinking skills and creativity.

### **Business Plan submission mode**

The business plan report should be submitted electronically in **pdf format and as a hard copy booklet**.

### **GENERAL PERFORMANCE:**

This stage of the school-based project was performed well.

#### **A. PRELIMINARY PAGES:**

##### **Expected response:**

Candidates were expected to present all preliminary pages consistently and display creativity throughout. Preliminary pages consist of the cover page, table of content, appendices, and references (APA style). All preliminary pages must be eye-catching in display with similar fonts.

##### **(i) Cover Page**

##### **Expected response**

The cover page contents must be centred and eye-catching. An eye-catching preliminary cover page means a visually pleasing and informative hard cover page with all of the following details:

- Name of the business
- Name of the student
- Company logo
- Date of completing the business plan
- Residential address
- Phone number
- Email address
- Business slogan

At the bottom of the cover page, write any confidentiality statement such as the one which says 'not to be reproduced without the consent of your company name'.

**Common errors/misconceptions:**

Some candidates did not include a cover page. Some displays of the cover page were not eye-catching, and some details were missing. Few candidates presented eye-catching cover-pages with all the details.

**(ii) Table of content:**

**Expected Response:**

Candidates were expected to present the table of content separately on a new page. The title 'Table of content' should be centred, and the page numbers should match those from the whole document.

**Common errors/misconceptions:**

Some candidates did not include the 'table of content section' at all, while some wrote it in the last page of the business plan. Moreover, some candidates failed to match the page numbers on the table of content with those of the whole document. Some candidates were submitting wrong page numbers. Some headings of the business plan were not included in the 'Table of content'.

**(iii) Appendices:**

**Expected Responses:**

Candidates were expected to present any market research instruments, pictures/photos for the project, charts or graphs, promoter's profile/ curriculum vitae, etc. However, very few candidates attached appendices for marking.

**Common errors/misconceptions:**

Most candidates did not present this component at all while some candidates attached financial statements instead of the proper appendices as stated above.

**(iv) References**

**Expected Response:**

Candidates were expected to write references using the APA style.

**Common errors/ misconceptions:**

Most candidates did not write the 'Reference section' at all in their business plans. However very few candidates presented it.

**(v) Page numbers, font, margins, number of words****Expected Response:**

The business plan should be presented in a format as stated in the question paper:

- The page numbers should be bottom centred.
- Arial font, 12 pts, single line spacing.
- The margins should be as follows: top and left – 3 cm; bottom and right – 2.54 cm.
- The number of words should be 2500 – 3000.

**Common errors/misconceptions:**

Some candidates did not write the page numbers as instructed. Most candidates did not use the Arial font, 12 pts and single spacing. Instead, they used different fonts and double spacing. Most candidates submitted fewer pages than instructed (less than 2500 - 3000 words).

**Recommendation:**

Centres are encouraged to present all the preliminary pages in order before submitting the project.

**B. EXECUTIVE SUMMARY****Expected Response:**

- Candidates were expected to present a brief and exciting executive summary, giving an overview of the enterprise covering all the necessary information concerning the enterprise description, marketing strategies, production plans, management plan, and financial planning with clear capital requirements and sales forecasts.
- For example, an overview of the enterprise covering all the main necessary information such as the name of the business and owners, a description of your product/service and the problem your enterprise solves (why is product/service offered), a description of your target market (who are your customers), a description of how your product/service differentiates itself from its competitors (are you competing on price, quality, place, package, describe what makes your business different here). Discuss the financial overview such as the prices, break-even point, sales forecast goals for the next year or 3 years from now on (it might be a simple pie chart, a- bar chart with sales and gross margin for the next 3 years, etc. If it's an existing business, you can highlight recent annual sales and growth over the last years. Discuss your team such that you explain who is behind the business idea, why you and your team are the right people to build the business, highlight any gaps in your team and how you intend to fill



them, qualifications of potential partners'/ teammates. Highlight funding needs (state how much money you are looking for from the investors), how much you invested in the business. Highlight your operational/production plan.

- The executive summary should fit a page, not presented in very few lines, and not be presented in bullet form but should be written in a paragraph format.
- Information presented in the executive summary should be consistent with the information presented in the other sections of the business plan.
- Candidates were also expected to display some creativity skills, reasoning skills, and critical thinking skills as they discuss the contents of the executive summary. However, very few candidates displayed some reasoning skills and critical thinking skills. It is impressive to note that most candidates displayed some creativity when writing their executive summary section.

**Common errors/misconceptions:**

- Most candidates left out a summary of some of the components of the business plan in the executive summary.
- Most candidates were not consistent with the information they presented in the executive summary and the other components of the business plan. For example, a projected capital requirement figure in the executive summary may be different from the one in the financial plan section.
- Some candidates presented the executive summary using bullets not in paragraph form.
- Very few candidates presented their executive summary on the last page of the business plan while it is expected to be presented on the first page.
- Very few candidates did not present their executive summary at all.

**B. ENTERPRISE DESCRIPTION:**

- Candidates were expected to present an excellent description of the enterprise in their business plans. They were expected to present the company name, owners of the company, types of business ownership with reasons, location of the company, mission statement, vision statement, objectives, what is the problem solved by the enterprise, what differentiates your product from the competitors, etc.
- Discussion of the vital information about the enterprise such as the enterprise name includes official name as registered by the State; type of enterprise structure, e.g. sole proprietor, etc; reason for choosing this enterprise structure; owners of the enterprise; location of the enterprise (headquarters of the enterprise); what inspired you to start the enterprise (what needs does your

enterprise fulfil); mission statement (this should represent the purpose of the enterprise; what are you selling?) product/service; what differentiates your service/product from competitor; what is the problem solved by this product/service?; to whom are you selling (target market); objectives (outline what you want to accomplish in the immediate future based on the data in the rest of the business plan as well as future growth); vision statement (what is the future of the enterprise (short phrase); operational hours for your business; when are you planning to implement your business (time frames).

- Some candidates were presenting general mission statement and objectives, not being specific to their enterprise.
- Most candidates were able to be consistent in their presentation, with some reasoning skills, however, very few candidates were displaying critical skills in their discussions.

**Common errors/misconceptions:**

Some candidates fail to discuss the problem being solved by their enterprises, as well as explaining how they would differentiate their product/service in the market. Some could not present the timeframe or operational hours for their enterprise. Some candidates failed to write a proper mission statement and objectives. Most candidates could not discuss with reasoning and critical thinking skills. Some candidates were just listing the points, as a result, they obtained very low marks.

**C. MARKETING PLAN**

**Expected response:**

- Candidates were expected to present a convincing marketing plan displaying creativity, reasoning, and critical thinking skills when analysing the industry using the S.W.O.T. analysis; evaluating the target market for the enterprises; discussion with reasoning the types of market research and instruments to use and the marketing mix (product, price, promotion, and place); Candidates were to display mathematical competence in calculating the price for their product in an enterprise.
- The 'Product' section of the marketing mix should be analysing the size, colour, brand name, packaging, and quality of the product not the name of the product only.
- Candidates were supposed to present the cost of the promotion (e.g. advertising costs) under the marketing mix (promotion section).
- Candidates were expected to state the place of their enterprise and the reasons for them to be there. They were also expected to state the channel of distribution to be used (e.g. retailer, agent, wholesaler, etc).

- Very few candidates were displaying some consistency, reasoning skills and critical thinking skills when preparing the marketing plan.

**Common errors/misconceptions:**

- Most candidates did not calculate the price of their product. They were not calculating the selling price per unit for their products under the 'price' section of the marketing mix. However, most candidates were stating the pricing strategy without reasons in most cases.
- Most candidates were not analysing the size, colour, and quality of the product when discussing the marketing mix (product section). Candidates gave the product name only without explaining the quality, sizes, packaging, and brand name.
- Most candidates were not stating the promotion cost in their enterprise.
- Most candidates were listing the S.W.O.T analysis details without reasoning. Some candidates were not displaying consistency, reasoning skills and critical thinking skills when discussing the 4Ps (marketing mix). This made them to score very low marks.
- Some candidates could not differentiate between threats, weaknesses, opportunities, and strengths.
- No marks for the drawing of the distributing channel only. Candidates were also supposed to state the place where they will be selling their product.

**D. PRODUCTION PLAN:**

**Expected Response:**

- Candidates were expected to describe raw materials, equipment, human resources, training requirement, capacity, and the methods to complete the product in a standard manner. They were supposed to attach prices on each item in this component of the business plan. Candidates were supposed to discuss the human resources and training plans if there is a need; discuss the inventory controls and timeframe for producing the product.
- Candidates were expected to calculate the cost of production, separating the variable costs and fixed costs of production.

**Common errors/misconceptions:**

- Some candidates were not calculating the cost of production/cost of providing the service; time spent in production/when offering the service; equipment used in the production process; cost per unit; and raw materials used.
- Candidates were not calculating the variable and fixed costs of production which can assist them in the financial plan.

**MANAGEMENT PLAN:****Expected Response:**

- Candidates were expected to describe the management team and their duties/responsibilities. They were supposed to discuss the job description and line of communication of each worker.
- Candidates were supposed to state the wages for each worker.
- An organisational structure must be drawn too.

**Common errors/misconceptions:**

- Some candidates were unable to describe their team with their duties.
- Candidates were also expected to state the number of hours for employees at work, how much earnings per worker so that they get the wages and salaries figures.

**FINANCIAL PLAN:****Expected Response:**

- Candidates were supposed to show the pre-operational costs and start-up capital.
- Candidates were expected to calculate total costs of production (variable and fixed costs).
- Candidates were expected to show calculations of the break-even analysis (either drawn/calculated).
- Candidates were also expected to analyse the profitability of the enterprise using the profitability ratios and efficiency ratios.

**Common errors/misconceptions:**

- A majority of candidates were unable to prepare financial plans for their enterprises. Most of the figures found in the cash flow statement, income statement, break-even analysis, profitability ratios, efficiency ratios and the statement of the financial position of the enterprises were unsubstantiated in any component of the business plan.
- Most candidates prepared a cash flow statement, income statement, and statement of financial position of the enterprise without showing the calculation of the figures. For example, they were expected to show variable costs calculations, fixed cost calculations, pre-operational costs calculations, and the start-up capital requirement calculation. As a result, no marks were awarded for the statements without calculations of the figures, which are consistent throughout the business plan.
- The financial plan was the worst component where candidates obtained very low marks.

**Recommendation:**

Centres are advised to assist candidates understand the preparation of a financial plan for the business plan.

## STAGE 3: ORAL PRESENTATION

### GENERAL COMMENT

This stage was fairly done by most candidates. It carries 15 marks of this paper 3 school-based project.

#### **Expected response:**

- Candidates were supposed to make a power-point presentation in front of a potential- investor (external examiner).
- The candidates should display throughout the presentation that it was planned, reasoned, effective, convincing and of excellent substance.
- Candidates were expected to present consistently realistic and accurate information covering all necessary information for financiers to decide – Accuracy can be backed up by the use of videos of the product/service, pictures or real products.
- The presentation should be 8 to 10 minutes in length.
- The voice projection should be clear and loud to the audience.
- Candidate should practice eye-contact with audience and not mainly reading.

#### **Common errors/misconceptions**

- Candidates presents the whole business plan as it is, reading through all the details of the components instead of presenting the key points only.
- Candidates left out some important points of the business.
- Candidates were reading the slides as they are without reasoning and critical thinking.

#### **Conclusion**

- Centres were ready for the presentation since most external examiners found candidates using a projector and laptops/tablets, with a stand-by ICT teacher to assist candidates on the technology part of the presentation. This is commendable.

#### **Recommendation**

- Centres should have enough time to practice the presentations with candidates to avoid reading of the whole business plan. This can save time.
- Candidates should avoid presenting the executive summary since it is a repetition for the business plan.
- Centres should assist candidates on the calculation of the prices, break-even analysis and profit margin. This results to candidates' failure in preparing the financial plan.