

KIIRA COLLEGE BUTIKI

Uganda Advanced Certificate of Education

ENTREPRENEURSHIP

EDUCATION

Paper 3

A : CASE STUDY

Read the case study below and answer the questions that follow;-

1. Kasule, a former driver with Manafa district Local Government reaps cash from a swamp. He conceived the idea of engaging in fish farming when he had taken his boss Deo Mubiru for an agricultural show at Manafa Saza grounds where he met an exhibitor showcasing fish farming.

He got interested and contacted him for more advise as well as discussing it with his 2 energetic sons. He was advised to get a sample of soil from his swamp, roll it and then throw in the air. He added that if it dropped as one piece, it indicates presence of water and if it does not even if it is from a swamp, water is inadequate. Kasule did this and confirmed that his swamp in Matugga had sufficient water.

Kasule and his 2 sons dug the first pond in 2012 using initial capital of Shs. 6,000,000 from the family savings scheme. Most of the work was done by the sons, and it was named Kasule fish farm.

He then went to Kajjansi and bought stock of fingerings that cost Shs. 150 for each fry. He bought over 3,200 tilapia and 800 cat fish at Shs. 1,600,000.

Nine months later, he had the fist harvest from which they earned Shs. 40,000,000. After realizing the profitability of fish farming, he sent his son Kakande to Kenyatta University for further studies in fish farming.

On return in 2014, they set up a demonstration farm that currently has 28 ponds with over one million fish at various stages of growth. To ensure sustainability, they too started breeding, and they now have three breeding ponds in which they keep the parent

fish stock and catch the fingerlings for selling to farmers. They also provide a conducive atmosphere for the fish to breed in the pond.

The farm is faced with challenges of thieves, inadequate supply of quality feeds, rising cost of input, prolonged dry spells in the country, occasional poisoning of fish by envious people and predators like snakes and fisher birds. Kasule has planted tobacco and night rose flowers that produce a scent that repels snakes.

Kasule summarizes the next day's work before the end of each day, keeps diaries as well as planning for the business. The re known driver is now successful in agriculture and he exports to South Sudan and Kenya on top of the Ugandan market. He has a target of being the best fish farmer in the country.

Questions about the case study.

- a) What factors favoured establishment of the fish farm? (05 marks)
- b) Identify the sources which Kasule tapped to get the business idea? (03 marks)
- c) Give the challenges faced by Kasule's fish farm. (04 marks)
- d) How does Kasule fish farm benefit the community? (05 marks)
- e) Why may Kasule's fish farm be able to survive for long? (05 marks)
- f) What lessons can anyone learn from this case study? (03 marks)

SECTION B

SCHOOL BUSINESS CLUB

Answer at least one question form this section.

2. With reference to a business project operated by your school business club:
 - a) Describe the business project. (04 marks)
 - b) Why was the project a good business opportunity? (06 marks)
 - c) Present a production plan for the project. (05 marks)
 - d) (i) What factors influenced the production decisions? (03 marks)
 - (ii) Mention any three production challenges faced by the business. (03 marks)
 - e) On what factors did the project members base the assessment of the business risks? (04 marks)

3. In relation to one business project run by your entrepreneurship club:
 - a) Present the general description of the business. (04 marks)
 - b) Describe the steps you followed when establishing your enterprise. (06 marks)

- c) What financial control did you put in place to ensure that your business was able to meet its goals and objectives? (05 marks)
- d) List the various source documents that were used during project operations. (04 marks)
- e) What were the roles of the following club officials?
 - (i) Club treasurer (03 marks)
 - (ii) Club secretary (03 marks)

SECTION C:

FIELD ATTACHMENT / FIELD TRIP

Answer at least one question.

4. For any field attachment you carried out.
 - a) Describe the nature of the business. (04 marks)
 - b) Identify the forms of innovations in the business. (05 marks)
 - c) Assess the impact of innovations to the business. (06 marks)
 - d) How has business plan preparation benefited the business? (05 marks)
 - e) What factors does the business base on to determine prices of its products? (05 marks)
5. For any field trip you made as an individual or as a group:
 - a) State the nature of the business visited. (02 marks)
 - b) (i) Describe the methods based on to determine pay for different employees in the organization. (05 marks)
 - (ii) What are the benefits of motivation of employees to the business? (05 marks)
 - c) State the tools used by the business to monitor its operations. (04 marks)
 - d) Identify the insurance policies undertaken by the business. (05 marks)
 - e) List the sources from which the business visited realizes revenue. (04 marks)