



Scotland



QUESTIONS

Please answer both questions in Section A and any two questions from Section B

Section A

Answer both questions

1. Describe your role and contribution to your company. Outline the main benefits to you from your involvement in the YES Company experience

Consider the following:

- Describe your role and its importance to the project
- Describe how your effort and skills contributed to the development of the business.
- List the main things you did well and what could you have done better?
- How is it of benefit to you in terms of career ambitions and personal development?
- How has it provided you with an understanding of the business world?

2. Describe the key milestones in your company's formation and the inspiration of the business idea.

Consider the following:

- How was the team selected?
- How did the existing skills and abilities of team members influence the allocation of roles?
- How was the business planned?
- Outline the strengths and weaknesses within the team.
- How did the pandemic and lockdown impact on the business?

Section B

3. Describe how the company was managed.

Consider the following:

- How was it ensured that the company complied with all its regulations?
- How was the administration, accounting and cash flow managed?
- Describe how well the team communicated and coordinated activities?
- How were meetings conducted and in what format?

4. How effective was the leadership and team spirit within the company?

Consider the following:

- Give examples where leadership was evident both within your team and from your support network.
- What are the qualities to make a good leader?
- What have you learnt to make you an effective and inspirational leader in the future?
- Who would you consider to be a role model as a leader?

5. Describe the marketing and sales strategy for your product/service

Consider the following:

- Who were your target customers?
- How important was image and branding?
- How were customers encouraged to buy?
- What methods of influencing were used?
- What could have been done better?

6. Describe how the business idea was generated

Consider the following:

- How did the business idea evolve?
- Did lockdown restrict the choice?
- Did everyone in the team believe in the commercial potential of the product/service?
- What was the product's main Unique Selling Point?
- Providing examples from the world around you, what makes a successful business?

End of Paper