2.3 Entrepreneurship

Name: ________ Class: ______ Date: ______ **Total: 12 marks**

KEY WORDS entrepreneurship 创业 • feasibility study 可行性研究 • start-up capital 创业资金 • break-even point 盈亏平衡点

Objective

Use **entrepreneurship 创业**, feasibility, start-up capital, and break-even to judge a small venture.

You must be able to:

- distinguish an idea from a business opportunity
- explain why a feasibility study is useful
- define break-even and identify a sensible start-up risk control

1 Worked examples

Test the customer problem

Two students propose a bicycle-repair service. They interview cyclists, find that punctures are urgent, and test a two-hour repair slot. The evidence changes their offer from "all repairs" to a focused puncture service.

Read break-even correctly

At the **break-even point 盈亏平衡点**, total revenue equals total cost. The venture has covered costs but has not made profit above them.

2 Practice

2.1 State what a feasibility study checks. [1]

2.2 Define start-up capital. [1]

2.3 Explain why testing a prototype can help an entrepreneur. [2]

3 Exam-style questions

3.1 Explain why "repair bicycles for everyone" is a weaker business idea than a same-day puncture-repair service for students. [4]

3.2 A student wants to buy a full set of repair tools before asking any customers. Recommend a better next step and justify it. [4]

Solutions

2.1

- It checks whether an idea can work in practice, for example demand, costs, skills, or suppliers.

2.2

- Money needed to begin a venture before sales arrive.

2.3

- A prototype or sample service gives evidence about what works.
- It can reveal a problem before the entrepreneur spends heavily.

3.1

- "Everyone" is not a defined target market.
- A same-day puncture service identifies a specific urgent customer problem.
- This helps the entrepreneur design price, promotion, and resources.

3.2

- Interview likely customers or run a small repair test first.
- This tests demand and the exact problem before spending start-up capital.
- **Recommendation:** gather evidence first because it reduces the risk of buying tools for a service nobody needs. (E1)