6.1 The HL toolkit and social-enterprise action planning

Name: _____ Class: _____ Date: _____ **Total: 25 marks**

KEY WORDS decision tree • social enterprise

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Objective

Use the position and quantitative tools of the business management toolkit, and build the Paper 3 plan of action for a social enterprise (HL).

1 Key knowledge and worked examples

Toolkit. SWOT (pair strengths with opportunities); STEEPLE (one cited factor per letter); five forces graded strong or weak; force field analysis (driving vs restraining, scored); Ansoff – penetration, product development, market development, diversification by rising risk. Statistics on $16, 18, 20, 22, 24, 24, 26, 30$: mean 23, median 23, mode 24, range 14, Q_1 19, Q_3 25, IQR 6. Decision tree: EV(A) $= 52 - 20 = 32$ thousand, EV(B) $= 22.5 - 5 = 17.5$ thousand. Critical path A–B–C $= 3 + 5 + 2 = 10$ weeks; float on D $= 4$. Paper 3: human need → costed options → the 17-mark plan (finance, marketing, operations, HR, stakeholders, contingency).

2 Practice

2.1 Place each fact in SWOT: (a) a 25% market share; (b) a rival opening nearby; (c) staff trained on e-bikes; (d) a council grant for community repairs. [2]

2.2 Name Ansoff's four strategies in order of rising risk, placing the concession-repair CIC in one of them. [2]

2.3 Daily repairs over eight days: $16, 18, 20, 22, 24, 24, 26, 30$. Calculate the mean, median, mode, range and interquartile range. [4]

2.4 Option A costs 20 000 with a 60% chance of 80 000 and a 40% chance of 10 000. Calculate its net expected value. [3]

2.5 With A permits (3 weeks) → B fit-out (5) → C training (2) and D tools (4) parallel to A and B but before C: identify the critical path, state its length, and state the float on activity D. [4]

3 Exam-style questions

3.1 *(Original, Paper 3 style, HL.)* The CIC will offer concession repairs to jobseekers on weekdays, when capacity utilisation is 80% and full-price work carries a contribution of 10 per repair. Outline the human need it meets and recommend a plan of action covering finance, marketing and operations, with one risk and its contingency. [6]

3.2 *(Original, HL five forces.)* Apply Porter's five forces to the local bike-repair trade, grading each force, and state the strategy the verdict supports. [4]