These marking guidelines consist of 19 pages
QUESTION 1: SHORT QUESTIONS

1.1 1.1.1 A✓ Remembering, easy (Focus, p.157; Successful, p.173) (1)

1.1.2 D✓ Remembering, easy (Focus, p.169; Successful, p.190) (1)

1.1.3 C✓ Understanding, easy (Focus, p.161; Successful, p.177) (1)

1.1.4 B✓ Remembering, easy (Focus, p.98; Successful, p.118) (1)

1.1.5 D✓ Remembering, easy (Focus, p.93; Successful, p.113) (1)

1.1.6 D✓ Remembering, easy (Focus, p.104; Successful, p.126) (1)

1.1.7 C✓ Understanding, moderate (Focus, p.73; Successful, p.82) (1)

1.1.8 B✓ Understanding, easy, (Focus, p.90; Successful, p.107) (1)

1.1.9 C✓ Applying, easy (Focus, p.50; Successful, p.51) (1)

1.1.10 D✓ Understanding, easy (Focus, p.47-50; Successful, p.50-51) (1)

1.1.11 C✓ Remembering, easy (Focus, p.120; Successful, p.139) (1)

1.1.12 B✓ Remembering, easy (Focus, p.130; Successful, p.149) (1)

1.1.13 A✓ Remembering, easy (Focus, p.148; Successful, p.162) (1)

1.1.14 D✓ Remembering, easy (Focus, p.128; Successful, p.146) (1)

1.1.15 A✓ Understanding, easy (Focus, p.126; Successful, p.171) (1)

1.1.16 B✓ Remembering, easy (Focus, p.22; Successful, p.29) (1)

1.1.17 A✓ Remembering, easy (Focus, p.41; Successful, p.42) (1)

1.1.18 D✓ Understanding, moderate (Focus, p.13; Successful, p.10-11) (1)

1.1.19 C✓ Understanding, moderate (Focus, p.19; Successful, p.22-24) (1)

1.1.20 B✓ Understanding, moderate (Focus, p.30; Successful, p.29) (1)
1.2 1.2.1 B ✓
1.2.2 G ✓
1.2.3 D ✓
1.2.4 C ✓

Understanding, moderate (Focus p.127-128; Successful p.146-147)

1.3 1.3.1 Grey goods/parallel imports ✓
1.3.2 Phishing/scam ✓
1.3.3 Pyramid scheme ✓
1.3.4 Exemption clause ✓
1.3.5 Guarantee ✓

Remembering, moderate (Focus, p.155-162; Successful, p.173-179)

1.4 B ✓
D ✓

Understanding, moderate (Focus, p; 49-51; Successful, p.50-53)

1.5 A ✓
C ✓
F ✓

Understanding, moderate (Focus, p; 16 -19; Successful, p.21-25)

1.6 1.6.1 D ✓ iii ✓
1.6.2 A ✓ v ✓
1.6.3 E ✓ ii ✓

Analysing, difficult (Focus p.79-80; Successful p.91-94)

[40]
QUESTION 2: THE CONSUMER

2.1 Give THREE examples of indirect taxes that consumers pay on goods and services.

- Value added tax (VAT)✓
- Excise duty/ sin/ liquor/ cigarette tax✓
- Import duty✓
- Licences (car/ television/ fishing/ drivers/ hunting)✓
- Fuel levy/ road accident fund/ emission tax✓
- Environmental tax/ levy✓
- Sugar tax✓
- Air passenger tax✓

(Any 3) (3)

Remembering, easy (Focus, p.164-165; Successful, p.181-183)

2.2 Name TWO ways of using energy more efficiently when lighting a home.

- Switch off lights when they are not used/ only light rooms that you are in/ use lamps with timers/ automatic switch control/ movement sensors✓
- Use bulbs with a lower wattage.✓
- Replace conventional light bulbs with energy saving/ compact fluorescent lamps (CFL)/ LED lights✓
- Install solar panels to charge batteries on which lights can work/ use solar bulbs that can be charged and used at night to light the house✓

(Any 2) (2)

Remembering, easy (Focus, p.173; Successful, p.192)

2.3 Discuss the impact of the production of eco-bricks on:

2.3.1 Water pollution

Less water pollution✓ and the plastic won't end up in rivers and dams✓

2.3.2 Municipal service delivery

- Municipalities are responsible for refuse removal✓
- There will be less refuse to remove✓ as plastic waste will be used for making eco-bricks✓

(Any 2) (2)

Applying, moderate (Focus, p.182; Successful, p.203)
2.4 **Explain the role that communities should play to help reduce the debt of their municipality.**

- Pay for the water\(^1\) and electricity/ avoid illegal connections\(^2\) to reduce the debt of municipalities.
- Install pre-paid water/ electricity metres as it is paid for in advance.\(^3\)
- Pay for their rates and taxes on time\(^4\) in order for municipalities not to get into debt.
- Do not destroy the infrastructure\(^5\) in order to avoid the cost of repairs for the municipality.
- Clean up campaigns/ community clean-up projects/ recycle projects in communities will lessen the financial burden on municipal resources/ communities should not litter.\(^6\)  
  
(Any 3)  

2.5 **Identify TWO unfair business practices by the shop owner.**

- The shop owner made a false promise/ misrepresentation about the bed supporting one’s back while sleeping.\(^1\)
- The bed had a two-year guarantee but the retailer refused to repair or replace the bed.\(^2\)  

2.6 2.6.1 **Explain the term interest rate.**

- Interest is the amount/ money/ percentage\(^1\) that a financial institution or credit provider charges for the use of money.\(^2\)

  OR

- The rate at which borrowers pay interest for the money they borrow\(^3\) from lenders expressed as a percentage\(^4\) of the total sum borrowed/ the principle amount for a specific period.  

(2)
2.6.2 Analyse how consumers with home loans are affected by the change in the repo rate.

- When the repo rate decreases, the bank/ financial institution decrease the interest rate payable on home loans./ Interest rates decreased from 10% to 9.75%/ decrease by 0.25%. \(^1\) Consumers thus pay less\(^2\) interest on their home loans.
- Consumers will have more disposal income\(^3\) that will contribute to increasing their buying power. \(^4\)
- Consumers may take out more loans/ second bond to buy a second property/ to improve their properties since the interest rate will be lower and they may be able to afford to pay back their loans. \(^5\)
- If consumers do not reduce their current bond instalment/ keep on paying the same instalment\(^6\) they will be able to pay off their bond in a shorter period. \(^7\) (Any 4)

Analysing, difficult (Focus, p.166; Successful, p.183-184)
QUESTION 3: FOOD AND NUTRITION

3.1 3.1.1 Define the term hypoglycaemia.

A condition in which the blood glucose level drops/ falls\(^\uparrow\) abnormally low.\(^\uparrow\) (2)

Remembering, easy (Focus, p.71; Successful, p.78)

3.1.2 Name TWO ways to prevent hypoglycaemia.

- Eat regular meals and snacks.\(^\uparrow\)
- Eat low-GI foods (with every meal and snack).\(^\uparrow\)
- Avoid eating high-GI foods/ carbohydrates/ high energy drinks/ high energy snacks between meals.\(^\uparrow\)
- Combine high-GI with low-GI/ with protein rich foods.\(^\uparrow\) (Any 2) (2)

Remembering, easy (Focus, p.71; Successful, p.79)

3.2 Suggest how a person can control his/her salt intake to manage hypertension.

- Use salt/ sodium/ sodium chloride sparingly/ do not use more than 5g of salt per day/ avoid eating too much salt.\(^\uparrow\)
- Herbs and spices can be used to flavour food instead of salt.\(^\uparrow\)
- Reduce the intake of processed/ fast food/ take-aways/ convenience food\(^\uparrow\) as they contain hidden salt.
- Do not add extra salt to food.\(^\uparrow\) (Any 2) (2)

Remembering, easy (Focus, p.77; Successful, p.87-88)
3.3 Discuss how the nutrients lacking in a vegan diet could lead to the following:

3.3.1 Osteoporosis

- Calcium will be lacking\(^1\) because vegans do not eat dairy\(^2\) therefore the bones will be brittle/ weak/ less dense.\(^3\)
- Calcium builds strong bones/ increases bone density\(^4\) and therefore helps to prevent osteoporosis.
- Vegans may lack phosphorus and vitamin D\(^5\) which helps with the absorption of calcium\(^6\) these are found in oily fish\(^7\) and dairy products. (Any 3)

3.3.2 Anaemia

- Animal products are the best source of iron\(^1\) and are lacking in a vegan diet.
- Iron is necessary for the formation of haemoglobin/ red blood cells to prevent anaemia/ lack of Iron will lead to insufficient formation of haemoglobin/ formation of red blood cells.\(^2\) as a result a reduced amount of oxygen is carried to the body cells.\(^3\)
- Vitamin B\(_{12}\)\(^4\) is only found in animal sources\(^5\) and a lack of Vitamin B\(_{12}\) may cause anaemia. (4)

Understanding, moderate (Focus, p.75-76; Successful, p.89-91)

3.4 3.4.1 Name THREE symptoms of tuberculosis.

- Chest pains\(^1\)
- (Severe) cough\(^2\)
- Blood in sputum\(^3\)
- (Muscle) weakness\(^4\)
- Night sweats\(^5\)
- Fever\(^6\)
- Loss of appetite\(^7\)
- Weight loss\(^8\)
- Shortness of breath\(^9\)
- Tiredness/ fatigue\(^10\) (Any 3)

Remembering, easy (Focus, p.89; Successful, p.104)
3.4.2 Write a paragraph to explain how so many learners could have been infected by the disease.

Learners could have been infected with TB when an infected person coughed/sneezed on their hands\(^1\) without covering their mouths.\(^2\) Tiny droplets of mucus and saliva could have spread in the air\(^3\) and these droplets transmitted the disease to others who inhaled them. Learners at the boarding school live close to each other\(^4\) and they breathe the same air for prolonged periods of time and therefore they could have infected each other, due to little/no ventilation.\(^5\) The learners could have eaten food on which tiny droplets of mucus/saliva had landed\(^6\) and the disease could have spread.\(^7\) Staff preparing the food could have been infected and spread the disease to the food.\(^8\)

(Any 5)

Applying, moderate (Focus, p.89; Successful, p.104)

NOTE: Deduct ONE mark if not written in paragraph format

3.5 Give FOUR reasons why a person suffering from anorexia nervosa ends up losing weight to a dangerous point.

- A distorted body image/wants a perfect body image/ the person saw themselves as being overweight\(^1\) and tried to lose weight to become thinner and thinner.\(^2\)
- Irrational/intense fears of gaining weight/becoming fat, obsession with kilojoule intake although the person is underweight.\(^3\)
- Exercise excessively.\(^4\)
- Purging: over use of diet pills/laxatives/enemas/vomiting.\(^5\)
- Restricted food intake/kilojoules much less than required\(^6\) to the point of dangerous and excessive weight loss.
- Eat very little/starve excessively.\(^7\)

(Any 4)

Understanding, moderate (Focus, p.82; Successful, p.94-95)
3.6 Explain how food irradiation can help South African households to be food secured.

- Irradiation reduces/ destroys micro-organisms therefore food will last longer.\(^1\) this reduces wastage/ disposal of food \(^2\) and more food will be available to South African households.
- Delays the ripening of fruit/ sprouting/ greening of potatoes/ onions/ garlic\(^3\) thus the shelf-life/ eating quality/ freshness of food is lengthened.\(^4\) It makes it easier to transport/ less damage during transporting.\(^5\) Households can therefore have food for longer as food spoilage is reduced.\(^6\)
- It destroys pathogenic bacteria\(^7\) which prevents food-borne diseases\(^8\) and the food is safe to eat.\(^9\) and available for longer.
- Destroys salmonella bacteria\(^10\) so it improves the shelf life of raw meat, fish and chicken.\(^11\)

Understanding, moderate ((Focus, p.105; Successful, p.127)

3.7 3.7.1 Identify the type of fat abundant in the dishes above.

Saturated/ animal fats/ trans fatty acids\(^\checkmark\)

Remembering, easy (Focus, p.74; Successful, p.84)

3.7.2 Evaluate the suitability of the fast foods above for the prevention and management of coronary heart disease.

- Patties/ cheese/ fries/ milk shake are all high in saturated fats/ animal fat/ lots of fat\(^1\) and trans fat\(^2\) which causes the cholesterol/ low-density lipoprotein (LDL) to build up in the arteries/ increase the risk of coronary heart disease.\(^3\)
- This causes the gradual narrowing of the blood vessels,\(^4\) the cholesterol eventually forms plaque which causes the arteries to narrow, thicken and harden leading to atherosclerosis.\(^5\)
- The single burger is more suitable than the other burgers as it contains less cheese and fewer patties.\(^6\)
- White bread rolls contain little fibre,\(^7\) fibre is necessary to lower cholesterol levels.\(^8\)
- The take away dishes contain too much salt\(^9\) that increases the blood pressure\(^10\) which is a risk factor of coronary heart disease.
- Coke/ soda/ candy/ sweets/ milks shakes increase the kilojoule/ sugar intake\(^11\) that will contribute to obesity,\(^12\) increasing the risk of coronary heart disease.\(^13\) (Any 7)

Conclusion: The foods are not suitable for the prevention and management of coronary heart disease.\(^14\)

Evaluating, difficult (Focus, p.74; Successful, p.83)
QUESTION 4: CLOTHING

4.1 Explain the term fashion.

Style/type of clothing worn by the majority/most/many people at a specific time and place. (Any 2) (2)

Remembering, easy (Focus, p.48; Successful, p.49)

4.2 Describe the stage in the fashion cycle of the shirt when it was sold for:

4.2.1 R399.00. (Peak)

- Fashion reaches the height of its popularity/many people wear it. (Any 2) (2)
- Fashion is produced in growing numbers.
- Advertised in stores/magazines/social media.
- Mass production stimulate sales.
- Cheaper than at fashion show/introduction as mass production takes place. (Any 2)

4.2.2 R259.00 (Decline)

- A new fashion trend has begun and interest in the old trend is waning/people are bored with the fashion.
- The item is now “out of fashion” and fewer consumers want to buy it. (Any 2)

Understanding, easy (Focus, p.50; Successful, p.50)

NOTE: No mark to be allocated for naming the stage of fashion cycle.

4.3 The revival of vintage clothing can be considered to be an environmentally sustainable practice.

Motivate the statement above.

- Buying/wearing old clothes from a previous era means that new fabrics do not have to be produced to manufacture new garments.
- This ensures that fewer natural resources will need to be used/depleted as fabrics/garments are reused.
- Less clothes are thrown away/less waste/less clothing will appear on land fill sites.
- Less water and electricity are needed/lowers carbon footprint as less clothing needs to be made because old clothing items are being reused.
- Less water is wasted as less fabric/textiles are manufactured than usual.
- Land is preserved as fewer plants are planted to manufacture new fabrics/textiles. (Any 4) (4)

Understanding, difficult (Focus, p.51; Successful, p.53, 67-68)
4.4.1 Define the term *dress-code*.

It is a set of rules[^1] about the type of clothing that the company expects[^2] its employees to wear to work. (2)

*Remembering, easy (Focus, p.54; Successful, p.57)*

4.4.2 Suggest THREE items that can be worn with the three-piece suit to create a neutral colour combination.

- Black/ white/ grey shirt/ blouse[^1]
- Black/ white/ grey tie/ scarf[^2]
- Black/ white/ grey handkerchief/ pocket square[^3]
- Black/ grey pair of socks/ shoes[^4]
- Black/ grey belt[^5]
- Black/ grey handbag/ brief case[^6]
- Black/ white/ grey (Fedora) hat[^7] (Any 3) (3)

*Applying, moderate (Focus, p.58-59; Successful, p.61-65)*

NOTE: A neutral colour must accompany the clothing item for a mark to be awarded.

4.4.3 Evaluate the suitability of the three-piece suit for a person who works at a law firm.

- The suit is suitable.[^1] (Conclusion) (1)
- It is formal/ professional/ neat/ presentable[^2] and people will take the wearer seriously.
- It will give the impression that the wearer is ready to work/ will do a good job/ assertive/ confident.[^3]
- It is classic[^4] and will last for many seasons/ years/ it is timeless/ it has simple lines/ accepted by large group of people.[^5]
- It is versatile because of its neutral colour and can be worn with a variety of shirts/ accessories/ can be mixed and matched.[^6]
- It is versatile as the pants can be worn on its own/ the suit can also be worn without the waistcoat.[^7]
- It is not offensive/ not revealing.[^8] (Any 4) (4)

*Evaluating, moderate (Focus, p.58-59; Successful, p.61-65)*

[20]
QUESTION 5: HOUSING AND INTERIOR

5.1 Name TWO responsibilities of EACH of the following in terms of a housing complex:

5.1.1 Tenant/Lessee

- Pays/ buys electricity for their own units.✓¹
- Take care of the inside/ look after/ keep their own unit clean.✓²
- Pay deposit before moving in.✓³
- Pay rent on time.✓⁴
- Abide by the rules/ terms and conditions of the complex.✓⁵

(Any 2) (2)

Understanding, easy (Focus p.122; Successful p.140-141)

5.1.2 Body corporate

- Responsible for the election of trustees.✓¹
- Controls/ administer/ manage the block/ conducts day to day business of running the complex.✓²
- Pay rates and taxes to the municipality for the complex.✓³
- Pay insurance for the complex.✓⁴
- Pay water and electricity of common areas.✓⁵
- Repair and maintain the common areas/ gardens/ swimming pool.✓⁶
- Taking care of waste disposal.✓⁷
- Provide security for the complex.✓⁸

(Any 2) (2)

Remembering, easy (Focus p.122; Successful p.140-141)

5.1.3 Lessor/Landlord

- Draws up a lease agreement.✓¹
- Maintenance of the interior part of the unit.✓²
- Pays a monthly levy to the body corporate.✓³
- Pay rates and taxes if this is not included in the levy.✓⁴

(Any 2) (2)

Understanding, easy (Focus p.122; Successful p.140-141)
5.2 Discuss the benefits of building a new home.

- It can cost less if the owner is the builder\(^1\) as the owner will not be paid.
- The house can be designed to the owner’s specifications/ can have everything they want/ suit their needs.\(^2\)
- Latest designs and technology can be included.\(^3\)
- An environmentally friendly house can be created/ use and select materials and systems that are eco-friendly.\(^4\)
- The house can be finished per the owner’s schedule\(^5\)
- Building work can be halted for a while when there are no funds.\(^6\)
- Building a house is an investment/ the value of the house increases over time.\(^7\)
- There is no inheritance of old problems/ there are no old problems to be dealt with.\(^8\)
- The owner can design own garden.\(^9\)
- New houses are built in growing/ new developing areas which will help with the resale value of the house.\(^10\)

(Any 6) (6)

Remembering, moderate (Focus, p.121; Successful, p.138)

5.3 5.3.1 Name Naz’s type of home ownership.

- Freehold.\(^1\)
- Full-title ownership.\(^2\)

(Any 1) (1)

Remembering, easy (Focus, p.121; Successful, p.139)

5.3.2 Describe the type of home ownership named in QUESTION 5.3.1.

The owner/ buyer/ Naz becomes the legal owner\(^1\) of the entire property\(^2\) the land and all the structures/ buildings on it.\(^3\)

(Any 2) (2)

Remembering, easy (Focus, p.121; Successful, p.139)

5.3.3 Explain the term deposit.

A deposit is a down payment\(^1\) made at the time of purchase.\(^2\)

OR

The amount of money a buyer has available to contribute\(^3\) towards the purchase of the home.\(^4\)

OR

The amount of money you are required to give in advance \(^5\) to show your intention to complete a purchase/ to serve as security/ partial payment of a property.\(^6\)

(Any 2) (2)

Remembering, easy (Focus, p.126; Successful, p.144)
5.3.4 State the pre-cautionary measures that Naz took with regard to safety after she bought the house.

- Naz installed an alarm system \(^1\) to make it safer.
- She built a wall \(^2\) around the property.

(2)

Remembering, easy (Focus, p.122; Successful, p.140)

5.3.5 In terms of Naz’s house, name and explain the following:

(a) TWO types of insurances Naz should have.

- Bond/ Mortgage protection insurance \(^1\) This is life assurance \(^2\) to settle the home loan if something unexpected should happen to her.

- Homeowner’s (comprehensive) insurance \(^3\) This will cover any losses should the structure suffer damage as a result of a natural disaster/ accident/ burst geyser/ political unrest/ fire. \(^4\)

(4)

(b) ONE type of insurance the tenant should have.

- Household content insurance \(^1\) Which covers the contents of a home, e.g. furniture/ clothing, against loss or damage. \(^2\)

(2)

Understanding, moderate (Focus, p.127-128; Successful, p.145)

5.3.6 Suggest FOUR reasons why Naz was able to rent out her property so quickly.

- 3-bedrooms are suitable for a family with children. \(^1\)
- Renovated interiors made the house attractive/ modern. \(^2\)
- Has good security/ high walls/ alarm system. \(^3\)
- Close to a school which is convenient for a family with children. \(^4\)
- Close to a shopping mall \(^5\) which is convenient.
- There was a demand for rentals in the area as she rented out quickly. \(^6\)

(Any 4) (4)

Understanding, moderate (From the scenario)

5.4 5.4.1 Select the most suitable washing machine for Sam and Cecelia’s needs.

Front loader \(^\checkmark\)

(1)

Analysing, moderate (Focus, p.137; Successful, p.156-157)
5.4.2 Support your choice in QUESTION 5.4.1.

- The alarm will notify them when the load is finished/ do not need to watch the machine.\(^1\)
- The machine is fully automatic\(^2\) reducing human energy consumption.\(^3\) Easier to use for Cecelia who has arthritis.\(^4\)
- The size of the machine is suitable for their needs.\(^5\)
- The size is most suitable for a small house.\(^6\)
- It is affordable.\(^7\)
- It is (non-human) energy efficient/ saves non-human energy/ uses less electricity.\(^8\)
- Easy to clean because of metallic finish.\(^9\)
- 10 Programmes will suit their needs/ allow choices.\(^10\)
- Uses the least water/ less water than a top loader.\(^11\)
- Stainless steel drum is durable/ won't chip.\(^12\) (Any 6) (6)

*Analysing, difficult (Scenario)*

5.4.3 Give reasons why the other TWO washing machines are not suitable for Sam and Cecelia’s needs.

- Front loader is bigger/ need more space/ less suitable for a small two-bedroom house.\(^1\)
- Top loader is very expensive\(^2\) to buy compared to the front loader and twin tub.
- Top loader uses more water than a front loader.\(^3\)
- Top loader will show dirt/ marks easily because of its white colour.\(^4\)
- Twin tub is bigger/ need more space/less suitable for a small two-bedroom house.\(^5\)
- The twin tub uses more human/ physical energy/ requires too much time/ not fully automatic\(^6\) which is not suitable for Cecelia’s arthritis.
- The twin tub uses more (non-human) energy/ electricity.\(^7\)
- The twin tub will show dirt/ marks easily because of its white colour.\(^8\)
- The enamel drums can chip more easily than the stainless steel drum.\(^9\)
- The twin tub has no alarm.\(^10\)
- The twin tub has only 3 programme cycles which limit their choices.\(^11\) (Any 4) (4)

*Analysing, difficult (Scenario)*

NOTE: TWO marks must be allocated for each washing machine.
QUESTION 6: ENTREPRENEURSHIP

6.1 Define the following terms:

6.1.1 Target market
A specific group of people\(^1\) who may want to purchase your product\(^2\) with common needs and interest.\(^3\) (Any 2) (2)

Remembering, easy (Focus, p.20; Successful, p.11)

6.1.2 Sustainable production
Sustainable production is the production of goods to satisfy basic needs\(^1\) of consumers and improve their quality of life\(^2\) without harming the environment/ reducing the use of natural resources/ toxic material/ chemicals/ reducing waste and pollution.\(^3\) (3)

Remembering, easy (Focus, p.26; Successful, p.26)

6.2 State why it is important for an entrepreneur to adhere to product specifications.
• This ensures that the product is always the same\(^1\) in terms of appearance/ quality/ size/ weight/ colour and style\(^2\) and that the quality is consistent.\(^3\) (Any 3) (3)
• Customers will get what they expected.\(^4\)
• The products will be successful and an entrepreneur will not lose profit because of failures.\(^5\) (Any 3) (3)

Remembering, easy (Focus, p.16; Successful, p.21)

6.3 6.3.1 State THREE human resources that Lelethu had.
• Passion/ interest in fashion\(^1\)
• Sewing skills\(^2\)
• Knowledge of fashion and dressmaking\(^3\)
• Creativity\(^4\) (Any 3) (3)

Understanding, moderate (Focus, p.10; Successful, p.17)

6.3.2 Explain why it is important for Lelethu to do a financial feasibility study.
• It will discover the strengths\(^1\) and weaknesses\(^2\) of the business idea.
• It will help her decide whether to continue with the business or not/ will give a clear picture of whether the business has the potential for success.\(^3\)
• If the revenue will be enough to cover the costs\(^4\) and make a reasonable profit\(^5\) the business will be viable.
• To determine the start-up costs/ needs of the business.\(^6\) (Any 3) (3)

Remembering, easy (Focus, p.35; Successful, p.35)
6.3.3 Identify FOUR factors that gave Lelethu’s business a competitive edge in the market.

- Her outfits are unique/ are her own designs. ✓
- The garments are made to fit the individual customer/ personalised/ satisfy their needs/ fill the gap in the market. ✓
- None of her customers will wear the same designs. ✓
- Price is reasonable/ affordable. ✓
- She covers bags and shoes to match her garments. ✓
- She uses 100% Proudly South African produced cotton fabric. ✓

(Any 4) (4)

Applying, moderate (Focus, p.8; Successful, p.11)

6.3.4 Name THREE ways in which Lelethu could advertise her business in the community.

- Electronic media/ radio/ cell phones/ internet ✓
- Social media/ Facebook/ Instagram/ Twitter/ WhatsApp/ TikTok ✓
- Print media/ local community newspaper/ flyers/ brochures/ posters/ pamphlets/ billboards ✓
- Fashion shows/ display in the community ✓
- Customers wearing her garments/ telling others/ word of mouth/ self-advertisement (she wears her own clothes) ✓

(Any 3) (3)

Understanding, moderate (Focus, p.30; Successful, p.29-30)

6.3.5 State TWO ways in which Lelethu managed her time effectively.

- She doesn’t delay/ postpone tasks. ✓
- Used holiday time to keep up with orders. ✓
- She didn’t take on more orders than she could manage/ she takes a few orders. ✓

(Any 2) (2)

Understanding, moderate (Focus, p.24; Successful, p.25, Scenario)

6.3.6 Comment on the impact of the quality and the availability of the fabric for Lelethu’s business.

- The fabric that she uses is produced in South Africa and will therefore always be available ✓ at a reasonable price. ✓ She will not have to wait for fabric to be imported and doesn’t have to pay import tax/ doesn’t have to obtain an import licence. ✓
- The fabric is 100% cotton which will ensure a good quality end product/ ✓ It is cool and comfortable to wear in summer. ✓

(Any 4) (4)

Understanding, moderate (Focus, p.13, 21; Successful, p.19, 24)
6.3.7 **Calculate the total cost of ONE dress with a mark-up of 30%. Show ALL calculations.**

\[ 3 \times R70.00 \times 30\% = R 210.00 \]
\[ R210.00 + R 10.00 + R 250.00 = R 470.00 \]
\[ R470.00 \times 30\% = R 141.00 \]
\[ R470.00 \times \frac{30}{100} = R 141.00 \]

Total cost = R 470.00 + R 141.00 = R 611.00

**OR**

\[ R470.00 \times \frac{130}{100} = R 611.00 \]

(R monetary value must be in the answer to receive the final mark) (5 points)

6.3.8 **Analyse why Lelethu's business is likely to show sustainable profitability.**

- She makes garments by order which means all the products/ garments that she makes are already sold and no middleman takes a cut/ no cost payable for a place to sell the products. (1 point)
- All the garments are unique/ personalized/ suit her customers and this gives her a competitive advantage/ ensure that she meets her customers' needs. (5 points)
- The garments are affordable and this ensure further future orders which will keep the business sustainable. (6 points)
- The customers are happy/ satisfied and this will ensure that they come back/ spread the news by word-of-mouth and this will sustain her business. (7 points)
- Low overheads/ expenses as she is working from home. (10 points)
- Her garments fulfil a need in the market as they are popular for traditional celebrations. (12 points)
- The fabric she uses is locally produced/ 100 % Proudly South African produced cotton fabric/ quality fabric and will always be available, this also fulfil the need of consumers who want to buy locally made products. (13 points)
- She offers accessories/ shoes/ bags which is an additional service that consumers are looking for and this will ensure a sustainable business. (Any 8)

(Focus, p. 35; Successful, p. 44) (40 points)

GRAND TOTAL: 200