

2008

PART C

Essay Questions

- Answer only **Three Questions** including **Question Number 1.**
- Total marks 50

1) Study the following case and answer the questions.

"I can't believe it's a Yogurt" the words of fascinated customer, became the founding name of one of the nation's most successful venture in America. The company- "I Cant Believe It's Yogurt" is the result of hard work and solid planning by founders, Julie and Bill Brice. In 1979, they were university students. The brother and sister team were busy working at a local ice cream shop to cover collage costs. Before the year ended, they had purchased the shop and converted from ice cream to yogurt. The idea came to them as their friends and students became preoccupied with low calorie foods and health conscious diets. Yogurt fit the bill.

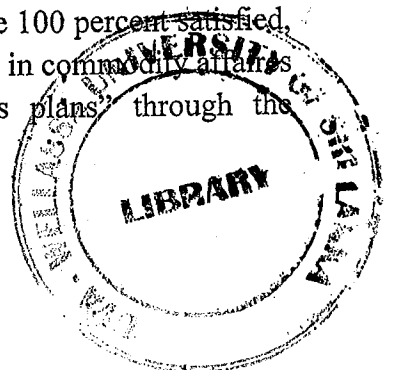
They worked 70 to 80 hours a week in their store, expanded to a second store and managed to carry a full load of course at University. Both graduated with honors and soon set about creating Brice Foods, Inc, the parent firm of their current system of franchise operations. During those early days, How ever the Brice behaved more as students running a pair of small business than entrepreneurs trying to create an integrated company. They admit that they did little planning to meet the desired ends.

After they graduated and began thinking of their carriers, the notion of Brice Foods as an expanding franchise business pushed them into systematic planning. For both, planning was the most difficult part of the business and it consumes much of their time today. Nevertheless planning was paid off.

The first stage of planning focused on creating a small chain of a dozen stores. Franchising was not yet a consideration, but costs were. As the cost of buying Yogurt mix for a chain was too high, The Brice decided to create their own factory to produce the yogurt mix. Within a year after accomplishing this feat, they found them selves trying to manage too many locations and decided to franchise. By 1985 they had made the transition and had opened franchises in nearly 20 states. This expansion also created a distribution problem, so further changes resulted in plans for a fully integrated company.

Today, Brice Foods includes European purchasing network for yogurt ingredients, a large dairy that provides millions of galloons needed for the venture and two distribution systems. One is directed for franchises and the other supplies a wholesale market for the venture's products to major grocery chains.

Jullie and Bill Brice are innovators who have expanded in to cookies and other foods lines to complement yogurt. The Brices have a vision for success, and they are determined to be the best in their field. They want every customer in every store to be 100 percent satisfied, and they instill this philosophy in their franchisers. Both are also active in commodity affairs and sponsor a nationwide sponsorship contest for "new business plans" through the Association of Collegiate Entrepreneurs.



- i. Identify the entrepreneurial characteristics those led the Brice Foods in to success.
- ii. Identify the relevance of four stages of growth and for this venture.

(20 Marks)

2) Discuss the historical evolution of Entrepreneurship.

(15 Marks)

3) "We are experiencing an entrepreneurial revolution in the current world"

Critically evaluate the statement.

(15Marks)

4) Discuss the significance of a Feasibility Study when starting up a new venture.

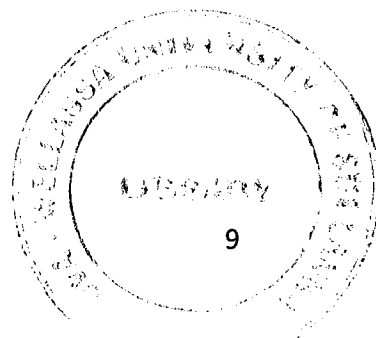
(15 Marks)

5) Identify the different types of service ventures and the success factors of the service ventures.

(15 Marks)

6) Explain how to formulate the best strategies in the way of identifying Entrepreneurial Opportunities.

(15 Marks)



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