

**Parow High School
Business Studies
Term 2
Investigation task and oral
Grade 11**

Name and surname: _____

| | | |
|------------------|-----------|--|
| Questions | 45 | |
| Oral | 5 | |
| Total | 50 | |

You are required to investigate an existing franchise business of your choice. You will have to compile a written report on your investigation and present a short oral regarding the impact of the COVID-19 virus on the franchise you chose.

Minimum requirements for written report:

1. Details of the business you have chosen- Name, address, telephone number, email and logo.
2. A **detailed** description of what service or product the business sells and who their target market is.
3. Your reasons why you think this business is successful as a franchise?
4. What legal requirements must be met and what are the advantages and disadvantages of a franchise.
5. Prepare a SONG/a RAP/a POEM about the impact of the COVID-19 virus on the franchise you chose. Present your item to the class. Evidence of your oral must be handed to your teacher. PowerPoint / poster / que cards / notes.

1. Details of business

Name: _____

Address: _____

Telephone number: _____

Email/Website: _____

Slogan: _____

| |
|---|
| |
| 5 |

Logo: 

| |
|---|
| |
| 3 |

2. **Detailed description of business and the target market.**

Description: _____

Target market: _____

| |
|----|
| |
| 10 |

3. **FIVE reasons why you think the franchise business is successful.**

| |
|----|
| |
| 10 |

4. **Legal requirements for the specific franchise.**

| |
|---|
| |
| 5 |

5. **THREE advantages and disadvantages of a franchise.**

Advantages: _____

Disadvantages: _____

| |
|----|
| |
| 12 |

| Range | 1 Did not complete | 2 Below average | 3 Average | 4 Good | 5 Excellent |
|--------------|---|--|---|---------------------------------------|--|
| Oral | Learner is not prepared, information regarding requirements is not met. | Learner is unprepared and does not meet all the requirements | Learner lacks information regarding requirements, seems unprepared. | Learners covers all the requirements. | Learner covers all the requirements, confident and is well prepared. |