

# BUSINESS STUDIES

Grade 10

# ESSAY EXAMPLES

## PAPER 1

TOPIC #	TOPIC	CHAPTERS	ESSAY EXAMPLES
1	BUSINESS ENVIRONMENTS	Micro Environment	<p>Former Transnet bosses have been sued for millions because of theft money meant for housing.</p> <p>Nissan SA has appointed a new manager to assist in replacing the popular bakkie, NP200.</p>
		Market Environment	<p>New multi-billion rand airport RSA. Aero will be in competition with Cape Town International.</p> <p>Amazon has newly opened in South Africa to compete against Takealot.</p> <p>Major retailers like Spar, have run out of stock of eggs because of bird flu.</p> <p>Coca-Cola is accused of misleading consumers over its plastic pledges as they found out that they produces two billion plastic bottles a year in the UK alone.</p>
		Macro Environment	<p>The government is planning to implement a new law, NHI, to give equal health to all citizens.</p> <p>South Africa, and especially Gqeberha, has been experience a water shortage due to a drought.</p>

		Business Sectors	<p>In the transport sector, there will be an upgrade to roads in the Limpopo region worth over R200million.</p> <p>South African farmers in the primary sector have had to come up with strategies to deal with the costs increasing.</p>
4	BUSINESS OPERATIONS	Business Functions	<p>Unilever has been awarded Creative Marketer of the Year in 2024.</p> <p>PR agency, Hook, Line &amp; Sinker (HLS) is one of South Africa's Best Small Public Relations Consultancy businesses</p>
		Concepts of Quality	<p>Volkswagen Group Africa received an award for the second time in a row for the best Original Equipment Manufacturer.</p> <p>The new CEO of Unilever has stated that the business will be focusing on product quality in order to do better than their competition.</p>

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TOPIC #	TOPIC	CHAPTERS	ESSAY EXAMPLES
2	BUSINESS VENTURES	Forms of Ownership	<p>Sasol, a petrol business, is an example of a private company.</p> <p>Mr Price Group Limited, a clothing retailer, is an example of a public company.</p> <p>Save-A-Pet, an animal shelter, is an example of a NPO (Non-Profit Organisation)</p> <p>The Post Office is an example of a SOC (State Owned Company)</p>
4	BUSINESS ROLES	Social responsibility	<p>Astron Energy (used to be Caltex) is setting up Wi-fi in rural areas for residents and students.</p> <p>Four South African cities are on the list of the Top 10 highest crime rates cities in the world.</p>
		Socio-economic issues	<p>Truck drivers striking has cost South Africa millions of rands which has had a massive effect on the industry.</p> <p>The eastern cape currently has the highest unemployment rate in the country, being 42,4%</p>