

ACTIVITY 11

Running the business

Read the case study titled 'Wayne's World, Part 3: Running the business', which you'll find at <http://mentor.ioee.co.uk/resources> and answer the following questions:

Stage 1

Think about your own experience of making decisions like the ones in the case study. How can your experiences guide you in supporting Wayne to go about conducting market research, understanding his customers' needs and delivering good customer service?

continued overleaf

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Stage 2

Reflecting on your own experience, what will Wayne need to consider when taking his new product/service to market?

continued overleaf

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Running the business continued

Stage 3

As a mentor, how could you support Wayne? What questions might you ask (remembering the 'killer questions' on pages 17–18)? How could you help him to recognise the risks involved?