

2021 PITCH LESSONS
WORKSHEET 5

Nkosana of South Western Dairy

1. Provide three examples of purpose-driven companies. Explain what their purposes are and how they communicate these to consumers. (6)

2. What is South Africa's current unemployment rate and how does it compare to other countries in the world? (2)

3. Do you think that automation and robotics have a positive or a negative impact on unemployment? Give reasons for your answer. (4)

4. Which industries in South Africa are growing and have net positive employment rates?
Cite the sources you use to arrive at your answer. (4)

5. What is ISO 9000? (2)

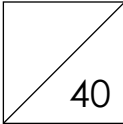
6. Explain what you understand to be the difference between direct and indirect competition and provide examples of both. (6)

7. Explain your understanding of the term "macro-economic trends"? (3)

8. What do you understand to be the difference between the disciplines of sales and marketing? How are they different? (4)

9. Why do you think that major retailers would be concerned about South Western Dairy's ability to provide milk at a certain capacity on a consistent basis? (3)

10. If you were running a petroleum company, what macro-economic trends would you be concerned about, and what alternatives to your product would you consider exploring or investing in? (6)

TOTAL  40

