

OLGC

S.2 ENTREPRENEURSHIP EDUCATION

RESEACH WORK / HOLIDAY WORK

TOPIC; MARKETING IN A SMALL BUSINESS ENTERPRISE

COMPETANCY; THE LEARNER SHOULD BE ABLE TO MARKET AND SELL PRODUCTS

MAKE RESEARCH FROM THE TRADERS IN YOUR HOME AREA OR THE PEOPLE AT HOME AND ANSWER THE FOLLOWING QUESTIONS

1. When you went back home you found the people of your area preparing to start trading business the problem that raged them behind was to distinguish between marketing and selling, and the importance of marketing.

They were also planning a meeting to discuss the challenges that are likely to face them when they start



When they came to know that you are back at home, they requested you to make a write up explaining to them the difference between marketing and selling, importance of marketing and the challenges of marketing and present it in their next meeting.

NB The next meeting is on the receiving day

REAP WHAT YOU SOW