

# IB Business Management – Business Organisation and Environment

## 1.1C: Introduction to Business Management: Activity



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### 1.1 INTRODUCTION TO BUSINESS MANAGEMENT: ACTIVITY C

Read the case study information below and answer the questions that follow.

#### BANGALORE ENTERPRISE BLOSSOMS



Sonali Patel had the idea for her rose-growing business when she searched the city of Bangalore, without success, for a bouquet of roses for his wife's birthday. The city was a rose-free zone, so she decided to start growing them herself. She wanted to take decisions for herself for some time and he also wanted to earn much more than his current salary.

In 2012, she opened two greenhouses growing just roses. She used her own savings so she took considerable risk, but her confidence in the growth of 'flower giving' at times of major festivals encouraged other investors too. She sold the flowers in India, but her business also became one of the first in India to start exporting flowers on a large scale. Sonali worked long hours to make the business a success. The business called Katuri Networks, has grown at a tremendous rate, helped by Sonali's all-round business skills. She recently bought out a large rose grower in Kenya and her

business is now the world's largest cultivator of roses. Sonali achieved this all in ten short years.

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**14 marks, 22 minutes**

1. Sonali is an example of a 'business entrepreneur'. Explain what is meant by this term. **[4 marks]**
2. Outline two reasons why Sonali started his own business **[4 marks]**

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3. Explain any two problems Sonali's business might have experienced during the start-up stage **[6 marks]**