

What is Enterprise?

Q1 Complete the passage using the word bank below.

An **ENTERPRISE** is any organisation that provides **GOODS** or **SERVICES** to people. Some enterprises are set up to earn a **PROFIT** for their **OWNERS**. Others are set up to serve their local **COMMUNITY**.

Types of Enterprises

Q2 Match each organisation with the most suitable type of enterprise by placing a tick in the relevant box.

Organisation	Financial Enterprise	Social Enterprise	Cultural Enterprise
We Make Good		✓	
Spar	✓		
Fleadh Cheoil			✓
Bank of Ireland	✓		
Meals on Wheels		✓	
A local GAA club			✓

Q3 Indicate with a tick whether each enterprise below is for-profit or not-for-profit.

Organisation	For-profit	Not-for-profit
A local shop	✓	
A local GAA club		✓
Electric Picnic	✓	
FoodCloud		✓
Meals on Wheels		✓
Coca-Cola	✓	



Financial, Cultural and Social Enterprises

Q4 Dunnes Stores is a large Irish retailer and a financial enterprise.

(i) Explain the term financial enterprise.

A financial enterprise is a business that is set up with the main aim of earning a profit for its owners, eg a retailer like Dunnes Stores.

(ii) Outline two ways a financial enterprise can help the local community.

1. It creates employment, so local people earn an income which increases disposable income in the community.

2. It provides goods and services that people need every day, so consumers can shop close to home rather than travelling long distances.

Also acceptable: it pays taxes and buys stock from Irish suppliers, so funds keep circulating in the local economy.

Q5 Aoife runs a small shop in her town in the hope of making a profit. It is a financial enterprise. Outline two challenges facing a financial enterprise today.

1. Rising costs: the cost of energy, wages and rent has increased, so the enterprise must work harder to control its costs or its profits will fall.

2. Online competition: more people now shop online with retailers eg Amazon, so the enterprise must invest in technology and delivery to keep its customers.

Also acceptable: competition from large supermarket chains eg Tesco, Aldi and Lidl, so smaller enterprises must offer strong service or local products to hold on to their customers.

Q6 The GAA is a not-for-profit enterprise. Outline two benefits for society of not-for-profit enterprises.

1. Any surplus is reinvested into the cause the enterprise supports rather than kept by owners, which improves people's standard of living in the local community.

2. They bring people together and promote community pride, which improves wellbeing in the local area.



Q7 The Riverside Drama Group puts on a play in the local hall each year. It is a cultural enterprise.

(i) Explain the term cultural enterprise.

A cultural enterprise promotes arts, sport, heritage or traditions. It brings people together and contributes to a community's identity, eg a local GAA club or a drama group.

(ii) Outline two reasons why cultural enterprise is important in society.

1. They create employment locally, so more people earn an income in the area, improving their standard of living.

2. They attract visitors, so local businesses such as hotels, cafes and shops generate more sales and profits.

Also acceptable: they promote community pride, improving wellbeing; they keep Irish traditions alive to be passed on to future generations.

Q8 A small music festival is held in a town each summer. It is a cultural enterprise. Explain two challenges facing a cultural enterprise.

1. Funding and sponsorship: many cultural enterprises rely on grants and sponsors, so when funding is cut events may be smaller or cancelled.

2. Online competition: people can stream music, films and sport at home, which can result in a lower attendance at live events and festivals.

Q9 Meals on Wheels is a social enterprise that delivers hot meals to older people.

(i) Explain the term social enterprise.

A social enterprise is a business set up to address a social, economic or environmental issue. It generates its own income but puts people and community ahead of private profit, eg Meals on Wheels.

(ii) Outline two roles that a social enterprise plays in society.

1. It provides services that are underprovided by the government or private sector, so people who need help can access them.

2. It provides employment in local communities, often to people who find it hard to get other work, so they have a route to earning a living.

Also acceptable: it raises awareness of social issues such as homelessness and food waste; it offers a platform to volunteer so people can give back and gain new skills.

Q10 FoodCloud is a social enterprise that shares surplus food with community groups. Outline two challenges facing a social enterprise.

1. Lack of volunteers: social enterprises often rely on volunteers, so when fewer people give their time, services may have to be reduced or stopped.

2. Generating income to cover costs: a social enterprise must earn enough income to keep running while putting people and community first, so it can be hard to do both at the same time.

ENTERPRISE	FINANCIAL	CULTURAL	SOCIAL	PROFIT
SURPLUS	COMMUNITY	VOLUNTEERS	CHARITY	EMPLOYMENT



Sentence	Answer
An _____ is any organisation that provides goods or services.	ENTERPRISE
A _____ enterprise is a business set up with the main aim of earning a profit for its owners.	FINANCIAL
A _____ enterprise promotes arts, sport, heritage or traditions in our communities.	CULTURAL
A _____ enterprise puts people and community ahead of private profit.	SOCIAL
A for-profit enterprise aims to make a _____ for its owners.	PROFIT
A not-for-profit enterprise reinvests any _____ back into the cause it supports.	SURPLUS
Cultural enterprises bring people together and contribute to a _____ identity in the local area.	COMMUNITY
Social enterprises often rely on _____, so services may be reduced when fewer people give their time.	VOLUNTEERS
A social enterprise is not the same as a _____, which relies mainly on donations.	CHARITY
Financial enterprises create _____, so local people earn an income.	EMPLOYMENT

