## Formative assessment 6

1. Use brainstorming to generate new products or services for the following businesses. Note your process and conclusions as mind maps

* A taxi service
* A hawker at the side of the road
* A food caravan
* A hair dresser
* A spaza shop

1. Use the technique of turning the problem around to generate alternative ways a business can run its operations to cut costs and increase income – in other words, state how the business can increase costs and decrease income and follow the process from there.

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1. Use the wildly workable ideas technique to generate ways in which a business can generate more employment opportunities without putting the business at risk.

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| 1  Wild idea | 2  New idea |
| Workable plan | |

1. Use the “*verb how to”* technique to generate ways in which the skills needs of employees can be addressed without risking the venture

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1. Use W W W W W to find ways to minimise the impact of opposition firms on the venture

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