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| MySchool_Dossier_Logo | | |  | Solutions to the worksheet | |
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| Economy and society | | | |
| Starting a business (10) | | | |

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|  |  | **1. Imagine starting your own business. What product or service would you sell?**  Individual answer  **2. What success factors do the students at the beginning of the film name? Can you add any more?**  Market gap; incorporating the spirit of the age; individual answer  **3. What skills must good entrepreneurs bring to the job?**  The ability to learn from mistakes; to sell themselves; to meet the demands of the market; innovativeness  **4. What personality traits should an entrepreneur possess?**  Initiative, persuasiveness, staying power, enthusiasm, health, communication skills, the ability to face challenges  **5. What drawbacks are there to being self-employed?**  Long hours, unpredictable earnings, rare holidays, great responsibility  **6. Which examples for successful business ideas are mentioned in the film? Can you add any more?**  Toilet Duck, Swatch, Max Havelaar; individual answer  **7. What does SME stand for? What is the maximum number of employees at a Swiss SME company? What percentage of Swiss companies are SMEs?**  Small to medium-sized companies; 250 employees; >99 percent  **8. Which legal form do most Swiss companies prefer for them-selves? Why is this not an option for One Truth?**  Sole proprietorships; One Truth consists of several partners.  **9. What advantages and drawbacks does a so-called general partnership have for One Truth?**  Advantages: clear legal structure, great independence  Drawbacks: unlimited liability, including personal assets  **10. According to the expert in the film, what are the defining characteristics of the limited liability company?**  Legal person, less personalised, liability is restricted to company assets  **11. Name the two business areas of One Truth and their respe-ctive target groups**  • Art on demand: house owners, local authorities, advertising agencies  • T-shirts: teenagers with a flair for street art, 14- to 15-year-olds  **12. Should the Swiss government provide incentives for more companies to be founded? Why (not)?**  Individual answer |
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