

A Level Business Preparation Work

An important aspect of the A Level business course is the concept of entrepreneurialism – the mindset and behaviours that lead people to start new businesses.

There is a significant gender imbalance in entrepreneurship. [Only 1 in 5 businesses are female led](#), and women aiming to start businesses [face significant challenges accessing finance and support](#). Only around 2% of venture capital funding [goes to all-female teams of entrepreneurs](#), and women are more likely to need to [close their businesses due to family reasons](#). While the number of self-employed women is growing, [much of that growth is in stereotypically “female” careers such as health and beauty](#).

Despite this, when women are able to overcome [the discrimination that they often face](#) when starting their own businesses, they are often [more productive and tend to be around 10% more profitable than their male counterparts](#).

Despite the [many unique challenges facing female entrepreneurs](#), there are many success stories. Women like [Nisha Katona](#), [Grace Beverly](#), [Jenna Meek](#), [Priya Lakhani](#), and [Emma Grede](#) are current examples of successful British entrepreneurs, enjoying great success in their respective industries.

For your summer project, please pick a British, female entrepreneur, research them and produce a case study about them. Your case study should be one side of A4 and should summarise the following points.

Focus on the following aspects of your chosen entrepreneur for your profile:

- Their business – what it is, what it sells etc
- Their background – e.g. how did they become an entrepreneur
- Their skills – what are they particularly good at?
- How they may have come to demonstrate some (not necessarily all) of these characteristics: risk taking, resilience, focus, passion, innovation, adaptability
- Any challenges they may have overcome, in order to get to where they are now.

You should submit this task in the first lesson in September. Feel free to email p.bentley@nghs.org.uk if you need any clarification of this task.