**L3 Business Vocational Transition Exercise**

**Task 1:**

A fundamental part of studying Business is about the people (entrepreneurs) who turn ideas into successful businesses through their own ingenuity, endeavour and (lots of) hard work.

You are required to conduct an investigation into an entrepreneur of your choice. This could be someone you already know, or could be the leader of a successful business or organisation that you think is particularly interesting.

Produce a 500 – 800 word report on your chosen entrepreneur that explains the following:

* Their personal background
* Their area of specialisation or expertise
* Their reason/s for going into business
* How they got started
* How they have been innovative
* The obstacles they have overcome or lucky breaks they have experienced
* The personal characteristics that made them successful

Please finish your report by explaining what it is about your chosen entrepreneur that appeals to you. You could also describe they ways in which you are similar or different to them.

If you are not sure where to begin, have a look at these websites:

[www.entrepreneur.com](http://www.entrepreneur.com)

[www.forbes.com](http://www.forbes.com)

**This work must be handed in to your business teacher during your first lesson**