

## BIE Homework Sheet

**Year: 10**

**BTEC Business**

**Date issued: Wednesday 10/09/09**

**Date Due in: Monday 15/09/09**

### Woollen Cot mattresses Case Study

Hanna Jacobs didn't want her newly born child to sleep on a foam mattress. She was scared of the research evidence linking foam mattresses with infant cot deaths. She had a friend who ran an organic farm and who suggested that she make a wool mattress from her sheep. The mattress was made. Then a friend of Hanna's asked her if she could make a mattress for her. From that the business was born.



Hanna had a lot of problems on the way. She had to find the money to buy the looms to spin the organic wool as well as rent premises. She had to work long hours to build up the business. However, she got a great deal of satisfaction from making a product with which other mothers felt safe. She enjoyed working with the two part time workers she took on. The finance side of the business was always a worry but she had always made a profit and she felt she could cut costs very quickly if new orders ever failed to come through. She was proud of the

fact that she was her own boss and enjoyed dealing with any problems that any business faces in day to day trading. What's more, the business was flexible enough to give her the time to bring up her children.

#### Tasks

- 1) Hanna has been approached by a local paper that is running a feature on the advantages of being a Sole Trader. Using the case study above, write a short (500 words) article for the newspaper.
- 2) Hanna is thinking of expanding her product range by making other wool products, like cot mattresses for ordinary beds.
  - a. What are the advantages and disadvantages for her?
  - b. Do you think she should do this and why?

All Homework must be handed in on the date requested.

If you hand in homework late or it is of an unacceptable standard you will be given a p6.