



Essential Activity: Topic 2	
Student Name & Nr:	20

Joy has decided to take a gap year after school and has convinced her father to purchase her an existing Food-Truck, selling hotdogs and hamburgers. The name of the Food Truck is 'Joyful Tummies' with a slogan of 'the tastiest truck food you will ever eat in Cape Town'.

1. In detail describe Joy's business activity. (3)
2. Write a mission statement for Joy's new business. (5)
3. Write a vision statement for Joy's new business. (5)
4. Construct two (2) business goals for Joy's new business. (4)
5. Evaluate Joy's business slogan and comment whether you believe it is an effective slogan. (3)

Submission date	
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