# Activity sheet 1.7: Sublime Science

*Learning aim A: Examine the characteristics of enterprises*

*Learning aim A3: The purpose of enterprise*

Sublime Science ([www.sublimescience.com](http://www.sublimescience.com)) is a small enterprise set up by an entrepreneur. It was set up to offer a ‘party service’ for busy parents. It employs between 11 and 50 employees and aims to interest children in science education.

1. Research Sublime Science and answer these questions.

(a)What type of products or services does it offer and why?

(b) Who developed the original idea for the enterprise and why?

(c) Who are its competitors?

(d) How easy is it to keep this enterprise unique?

1. (a) Think of a unique children’s party idea that you could use to set up your own SME. (Double-check the idea doesn’t currently exist.)

(b)Prepare a short presentation on your new party idea. You can use the back of this sheet to make notes.

(c)Think about, and discuss, these questions.

(i) How do you think your idea compares to Sublime Science?

(ii) How successful do you think you would be?