# Activity sheet 1.1: Delicious Dining Ices

*Learning aim A: Examine the characteristics of enterprises*

*Learning aim A1:**What is an enterprise?*

Enterprises have to make the most sales they can to survive. This means they have to beat their ‘competition’. Delicious Dining Ices is a new enterprise opening in your area. It wants to understand more about:

* what is meant by ‘competition’
* what it needs to do to make its business successful.

1. Write an explanation for Delicious Dining Ices about what ‘competition’ actually means.

1. (a) Write a list of the competitors Delicious Dining Ices has in your area.

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(b) How much competition is there?

1. How could Delicious Dining Ices make sure it is able to get the most customers?

1. What will Delicious Dining Ices need to do to make sure it can keep its customers?