



# Grade 10 Business Studies: Case Study 1

## The Case: Yeli Paper Bags

[65 marks]



Andrew Mupuya is a young Ugandan entrepreneur who founded and runs YELI Paper Bags, a paper bag manufacturing company which services retail businesses across different industries in Uganda, Kenya and Rwanda.

Yeli Paper Bags employs 20 employees, all of whom are employed in the factory to produce paper bags. Andrew then focuses on the administration, financial, marketing and procurement functions of the business and manages a team of external salespeople. The company is considering hiring three (3) new people as it is passionate about improving the lives of people and reducing unemployment in Uganda.

Although Yeli is profitable, in order to expand, there is need to acquire machinery to increase the number of paper bags produced in order to service the market. These machines are procured from China and are expensive. Therefore, Yeli will need to access external funding in order to fund the growth of the business.

*To learn more about Andrew Mupuya and YELI:* <https://www.youtube.com/watch?v=qdR6SMjMUgg>

### Please respond to the following questions:

1. The Company Structure:
  - a. Produce a drawing of what the current organogram of Yeli Paper Bags would look like based on the case above. [3]
  - b. Review the organogram and discuss three (3) problems with the current structure and how that might hinder the growth of the business. [3 x 3 = 9]
  - c. Produce a draw of a possible new structure that will solve the problems as defined in (b) above. [5]
2. Management:
  - a. As Andrew is both founder and CEO of the business, advise him what level of management he should be working in and what the functions and responsibilities of that level of management are. [10]
3. Business Sectors:
  - a. What business sector is YELI Paper Bags operating in? Provide a reason for your answer. [4]
  - b. Name three (3) actual businesses that could be suppliers of YELI Paper Bags. Describe what they could be supplying, what sector they operate in and provide a brief (2-line paragraph) description of each with their associated website link. [4 x 3 = 12]
  - c. Name three (3) types of businesses that could be supplied by YELI Paper Bags. [3]
4. Business Functions:
  - a. What external funding options are available to Andrew in order to fund the growth of the business? Explain each one, adding one advantage and one disadvantage of each option. [16]
  - b. Advise Andrew on what funding option to choose. [3]