



**Determined To Succeed
Resource cards for use with Ninian Case Study**

The following statements from the Ninian case study should individually be clearly written, or printed, on *separate* cards.

1. Donna and Joanna were childhood friends and friends at college.
2. Donna is a design specialist and Joanna a knitwear specialist.
3. “We knew we wanted to sell from the Shetlands”
4. “We are members of the Arts and Crafts Association”
5. Donna and Joanna were already business people in their own right.
6. No business makes progress without facing up to the risks involved.
7. “We take measured risks”
8. “Our business is based on our huge desire to be creative and make beautiful quality products”
9. “Ninian has plans to join the e-business revolution by going online”
10. “We will develop a database of customers”
11. “We will place marketing flyers in hotels to attract the tourists”
12. Ninian offers work experience for schools.



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