



**Determined To Succeed
Worksheet – Ramsay’s of Carluke**

Innovation means ‘to find new methods of doing things’

A business always has a basic purpose; in private business, this purpose is to survive and make profit. From this, a business sets aims and objectives that they work to achieve.

Using the Ramsay’s case study, respond to the following questions and then be prepared to discuss them in class with your teacher:-

1. John and Andrew Ramsay *inherited* a business. What does this mean?

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2. Why was Ramsay's business ‘not thriving’ in 1974 when John and Andrew first took over?

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3. John and Andrew adopted new strategies to respond to this situation; these included:-

- a. ‘diversification into new products’
- b. ‘finding new markets’

In your own words, what did Ramsay’s do to follow these new strategies?

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4. Look at the definition of 'innovation' given above. Discuss in pairs the ways in which you could say John and Andrew Ramsay were 'innovative', then write a summary of this below.

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5. At the beginning of the worksheet, the basic purposes of private business were explained as 'survival' and 'profit'. What other objectives can you discover from the Ramsay's of Carluke case study? Can you explain these to your teacher?

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6. Successful businesses contribute to the 'economy' in several ways:-

- a. employing people
- b. buying things from other businesses (services and goods)
- c. selling things to other businesses
- d. training people
- e. helping in the community.

How do you think Ramsay's contribute to Scotland's economy?

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