

CATHOLIC DIOCESE OF KIGOMA
KABANGA COLLEGE OF HEALTH AND ALLIED SCIENCES



DEPARTMENT OF NURSING AND MIDWIFERY

NMT 04212: ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT

Academic Year: 2025/2026

Total Marks: 100

Submission Date: 30.07.2026

QUESTION ONE (100 MARKS)

You are a Registered Nurse planning to establish a business for selling medical consumables in Kabanga Village, Kasulu District. The business will supply products such as disposable gloves, syringes, IV giving sets, cotton wool, gauze, face masks, specimen containers, urine bags, surgical blades, and other medical consumables to health facilities, pharmacies, Accredited Drug Dispensing Outlets (ADDOs), laboratories, and the surrounding community.

Conduct a comprehensive SWOT Analysis of the proposed business by completing the following tasks:

- i. Strengths two points with brief explanation (25 Marks)
- ii. Weaknesses two points with brief explanation (25 Marks)
- iii. Opportunities two points with brief explanation (25 Marks)
- iv. Threats two points with brief explanation (25 Marks)

ANSWER GUIDE

MARKING GUIDE

SWOT Analysis of a Business for Selling Medical Consumables in Kabanga Village

Total Marks: 100

GENERAL INSTRUCTIONS TO THE MARKER

- This is an application-based assignment; therefore, students may provide different but relevant answers.
 - Award marks for **correct identification, logical explanation, relevance to the proposed business, and originality.**
 - Students are **not required to reproduce the exact wording below.**
 - Other reasonable answers supported by sound business principles should be accepted.
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QUESTION ONE (100 MARKS)

i. STRENGTHS (25 Marks)

Task: Identify **two (2)** strengths of the proposed business and explain how each strength contributes to business success.

Mark Allocation

- Identification of strength = **4 marks**
- Explanation = **8.5 marks**
- Total per strength = **12.5 marks**

Expected Answers (Any Two)

Strength 1: High Demand for Medical Consumables

Medical consumables are used every day in hospitals, health centres, dispensaries, pharmacies, laboratories and clinics. Since they are essential healthcare products, demand remains stable throughout the year, ensuring continuous sales.

Strength 2: Strategic Location

Kabanga Village has several nearby health facilities and pharmacies, making it a suitable location for supplying medical consumables. Customers can easily access the business, reducing transportation costs and delivery time.

Strength 3: Wide Customer Base

Potential customers include:

- Hospitals
- Health Centres
- Dispensaries
- Private Clinics
- Pharmacies
- ADDOs
- Laboratories
- NGOs
- Individual customers

A wide customer base increases sales opportunities and reduces dependence on one customer.

Strength 4: Professional Knowledge

A registered nurse understands medical consumables, infection prevention, quality standards and customer needs. This knowledge increases customer confidence and improves service quality.

Strength 5: Essential Products

Medical consumables are necessities rather than luxury goods. Health facilities cannot operate effectively without products such as gloves, syringes, gauze, IV sets and cotton wool.

ii. WEAKNESSES (25 Marks)

Task: Identify **two (2)** weaknesses and explain each.

Mark Allocation

- Identification = **4 marks**
- Explanation = **8.5 marks**
- Total = **12.5 marks**

Expected Answers (Any Two)

Weakness 1: High Initial Capital

The business requires substantial capital to purchase stock, rent premises, install shelves, obtain licences and meet operating expenses before generating profit.

Weakness 2: Limited Business Experience

Although the owner has healthcare knowledge, they may lack experience in accounting, inventory management, customer service, marketing and financial planning.

Weakness 3: Expiry of Products

Many medical consumables have expiry dates. Poor inventory management may lead to expired stock, resulting in financial losses.

Weakness 4: Dependence on Suppliers

The business depends on suppliers for continuous stock. Delays in supply or stock shortages may interrupt business operations and reduce customer satisfaction.

Weakness 5: Limited Working Capital

Insufficient working capital may make it difficult to purchase adequate stock or respond to increased customer demand.

iii. OPPORTUNITIES (25 Marks)

Task: Identify **two (2)** opportunities and explain each.

Mark Allocation

- Identification = **4 marks**
- Explanation = **8.5 marks**

- Total = **12.5 marks**

Expected Answers (Any Two)

Opportunity 1: Growing Demand for Healthcare Services

Population growth and increasing healthcare utilization have increased the demand for medical consumables in both public and private health facilities.

Opportunity 2: Expansion of Health Facilities

The establishment of new dispensaries, health centres, private clinics, pharmacies and laboratories creates additional customers for the business.

Opportunity 3: Government and NGO Health Programs

Government immunization campaigns, maternal health programmes and NGO-supported health projects require large quantities of medical consumables.

Opportunity 4: Increasing Awareness of Infection Prevention

Healthcare workers and the general public increasingly use gloves, face masks and disinfectants, creating a larger market.

Opportunity 5: Business Expansion

The business may later expand into:

- Medical equipment
 - Laboratory supplies
 - Pharmaceuticals
 - Hospital furniture
 - Diagnostic products
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iv. THREATS (25 Marks)

Task: Identify **two (2)** threats and explain each.

Mark Allocation

- Identification = **4 marks**
- Explanation = **8.5 marks**
- Total = **12.5 marks**

Expected Answers (Any Two)

Threat 1: Competition

Existing pharmacies, wholesalers and medical supply companies may sell similar products, reducing market share and profits.

Threat 2: Price Fluctuation

Changes in supplier prices, exchange rates or transportation costs may increase operating expenses and reduce profit margins.

Threat 3: Government Regulations

Changes in licensing requirements, taxation or healthcare regulations may increase operating costs or restrict business operations.

Threat 4: Counterfeit Products

Counterfeit or substandard medical consumables in the market may reduce customer trust and negatively affect legitimate businesses.

Threat 5: Economic Challenges

Inflation and reduced purchasing power may decrease customer spending, affecting business sales.

Threat 6: Supply Chain Disruptions

Transport delays, supplier shortages or import restrictions may result in stock-outs and failure to meet customer demand.

SAMPLE HIGH-SCORING ANSWERS

Strengths

1. High Demand for Medical Consumables

Medical consumables are essential items required daily by hospitals, dispensaries, laboratories and pharmacies. Because healthcare services are provided throughout the year, the business is likely to experience continuous demand, resulting in stable sales and income.

2. Professional Knowledge

As a Registered Nurse, the entrepreneur understands healthcare products, customer needs and quality standards. This professional knowledge helps customers trust the business and improves customer satisfaction.

Weaknesses

1. High Initial Capital

Starting a medical consumables business requires a large amount of money for purchasing stock, renting premises, obtaining licences and purchasing business equipment. This may limit business growth during the early stages.

2. Expiry of Products

Some consumables have limited shelf life. Poor stock management may lead to product expiry and financial losses.

Opportunities

1. Increasing Demand for Healthcare Services

The increasing population and expansion of healthcare services have increased the demand for medical consumables, creating opportunities for business growth.

2. Expansion of Health Facilities

The establishment of new clinics, pharmacies and laboratories around Kabanga Village increases the number of potential customers.

Threats

1. Competition

Competition from existing pharmacies and medical supply businesses may reduce customers and profits unless the business provides quality products and competitive prices.

2. Price Fluctuation

Increasing supplier prices and transport costs may increase the selling price of products, making it difficult to compete in the market.