



ENTREPRENEURSHIP · CHAPTER 1

Entrepreneurial Opportunity

A 1-page guide for parents · 90-second read.

EXPECTED MARKS

7 marks

TIME TO MASTER

3-4 hrs

HELPLINE

70330 05444**WHAT THIS CHAPTER IS, IN PLAIN ENGLISH**

This is the opening chapter of Class 12 Entrepreneurship. It teaches your child how a successful entrepreneur spots a business opportunity in a fast-changing world. The chapter introduces PESTEL — a framework to scan the political, economic, social, technological, environmental, and legal forces shaping the business landscape — and the crucial distinction between a casual IDEA ('I should start a café') and a real OPPORTUNITY (an idea backed by market demand, technical feasibility, and financial viability). These are foundational entrepreneurship skills used by everyone from local shop-owners to startup founders.

5 QUESTIONS TO ASK YOUR CHILD

- What does PESTEL stand for? Give one real-world example per letter.
- What's the difference between an idea and an opportunity?
- Name three sources from which entrepreneurs find opportunities.
- What four kinds of feasibility must an opportunity pass?
- Why must environment scanning be continuous and not one-time?

WEAK-SPOT INDICATORS

- If your child cannot list the 6 PESTEL letters from memory, the chapter foundation is missing.
- If they confuse 'idea' with 'opportunity', every distinguish-type question goes wrong.
- If they cannot apply PESTEL to a real news story (e.g. 'how will the GST rate change affect a restaurant business?'), the framework is rote not internalised.

WHEN TO WORRY — AND WHAT TO DO

If your child treats this as memorisation rather than analysis, they will score 50%, not 90%. Spend one hour discussing real Indian companies (Zomato, Paytm, Reliance Jio) using the PESTEL lens — that transforms rote into understanding.

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