**INTRODUCTION TO ENTREPRENEURSHIP**

**Learning Outcome 3: ACTIVITY 4**

**USP and barriers to entry**

1. What is a USP?
2. Give three examples of USPs in named enterprises.
3. Why are their USPs unique?
4. Describe Porter’s Generic Strategy.
5. For each attribute, describe current examples.
6. For a business local to you describe the barriers they faced when starting up and how they overcame them.