

Oatfield Lodge Wedding Venue

Emma Daly worked as an operations manager in the catering section of a major airline for many years. In 2010 she married John, an architect, and settled into his family's farm in North County Dublin. Emma became frustrated with the limitations of working for other people. In 2015 she resigned from her job to go into business with her husband. A change in the law allowed for private venues to be used for marriage ceremonies. Inspired by her own wedding, Emma realised there was potential to start a business providing an alternative wedding venue. She and her husband converted an old barn into a marriage and wedding reception venue, and some stables were converted into apartments for guests. In 2017 they opened Oatfield Lodge as a unique wedding venue. The client list began to grow and Oatfield Lodge received very favourable on-line reviews from clients and bloggers on wedding websites. In 2018 the business reported a profit of €100,000.



Emma's long-term goal is to become the number one alternative wedding venue in Ireland, where people can get married, have a reception and stay after the event. Emma is the events manager in the business. She meets with all couples a year in advance of their marriage and discusses different options with them. From this initial meeting Emma decides the timeline for achieving a unique and personal experience. She must operate within the couples' agreed budgets. Emma must also ensure that a top quality service is provided. Oatfield Lodge was recently crowned *Top Wedding Venue* in Leinster. The business has six full-time staff, and it hires part-time staff as needed, based on the size of the event. For the wedding reception, part time staff are divided into teams and briefed on their roles. A separate supervisor oversees the work of the catering, bar, and housekeeping teams.

As the number of bookings continues to rise Emma is under increasing pressure to meet the couples' requirements and to operate within the budgets agreed. For a recent wedding Emma realised that she had underestimated the scope of the work and left herself extremely short on time. As a result the menus were rushed, and the incorrect date was printed on them. In addition, the couple complained that the flowers used to decorate the venue were not fresh. The wedding souvenirs for the guests were not available on the day. It turned out that Emma had employed a local college student with an interest in photography, rather than a professional photographer to take the photographs. The couple were very disappointed with their wedding album. They posted an unfavourable online review of Oatfield Lodge.

Emma is currently carrying out an assessment of practices and procedures with the full-time staff, in order to take corrective action and avoid any further reputational damage.

(A) (i) Explain the term entrepreneur.
(ii) Outline the benefits for Emma Daly of becoming an entrepreneur. (20)

(B) Evaluate the **management activities** involved in the operation of Oatfield Lodge Wedding Venue. (30)

(C) Do you think Oatfield Lodge, **as a service provider**, has complied with the terms of the Sale of Goods and Supply of Services Act 1980?
Explain your answer, using your knowledge of the Act **and** referring to the text of the ABQ. (30)

[80 marks]

