

# BUSINESS STUDIES GRADE 10 TERM 3

# CHAPTER 12 NOTES ON BUSINESS OPPORTUNITY AND RELATED FACTORS

#### REVISED NOTED

#### 2024

#### TABLE OF CONTENTS.

TOPICS	PAGES
Exam guidelines for business opportunities	
Terms and definitions	3
The meaning of a business opportunity	- 4
The importance of assessing needs and desires in identifying a business apportunity	
Design a research instrument to assess needs 5 desires	4-5
Protocol for conducting research	5-6
Conduct market research and identify a business opportunity	- 6
Difference between internal 5 external market research	370
Using a SWOT analysis to to determine a visite business venture	7
Meaning of a SWOT analysis	7-8
Benefits of a SWOT analysis	
The importance of conducting a SWOT analysis.	
Limitations of a SVVOT analysis.	9

This chapter consists of 9 pages.

## **Scope For Grade11 Business Studies 2014**

Jonas Hallström, P. John Williams

**Scope For Grade11 Business Studies 2014:** 

Yeah, reviewing a books **Scope For Grade11 Business Studies 2014** could increase your close connections listings. This is just one of the solutions for you to be successful. As understood, deed does not suggest that you have astounding points.

Comprehending as with ease as concord even more than supplementary will provide each success. adjacent to, the statement as skillfully as keenness of this Scope For Grade11 Business Studies 2014 can be taken as without difficulty as picked to act.

 $\underline{https://crm.avenza.com/About/publication/Documents/Primary\%20School\%20Essay\%20On\%20Environment.pdf}$ 

#### **Table of Contents Scope For Grade11 Business Studies 2014**

- 1. Understanding the eBook Scope For Grade11 Business Studies 2014
  - The Rise of Digital Reading Scope For Grade11 Business Studies 2014
  - Advantages of eBooks Over Traditional Books
- 2. Identifying Scope For Grade11 Business Studies 2014
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
- 3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Scope For Grade11 Business Studies 2014
  - User-Friendly Interface
- 4. Exploring eBook Recommendations from Scope For Grade11 Business Studies 2014
  - Personalized Recommendations
  - Scope For Grade11 Business Studies 2014 User Reviews and Ratings
  - Scope For Grade11 Business Studies 2014 and Bestseller Lists
- 5. Accessing Scope For Grade11 Business Studies 2014 Free and Paid eBooks
  - Scope For Grade11 Business Studies 2014 Public Domain eBooks
  - Scope For Grade11 Business Studies 2014 eBook Subscription Services

- Scope For Grade11 Business Studies 2014 Budget-Friendly Options
- 6. Navigating Scope For Grade11 Business Studies 2014 eBook Formats
  - ∘ ePub, PDF, MOBI, and More
  - Scope For Grade11 Business Studies 2014 Compatibility with Devices
  - Scope For Grade11 Business Studies 2014 Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Scope For Grade11 Business Studies 2014
  - Highlighting and Note-Taking Scope For Grade11 Business Studies 2014
  - Interactive Elements Scope For Grade11 Business Studies 2014
- 8. Staying Engaged with Scope For Grade11 Business Studies 2014
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Scope For Grade11 Business Studies 2014
- 9. Balancing eBooks and Physical Books Scope For Grade11 Business Studies 2014
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Scope For Grade11 Business Studies 2014
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Scope For Grade11 Business Studies 2014
  - Setting Reading Goals Scope For Grade11 Business Studies 2014
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Scope For Grade11 Business Studies 2014
  - Fact-Checking eBook Content of Scope For Grade11 Business Studies 2014
  - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
- 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

#### **Scope For Grade11 Business Studies 2014 Introduction**

Scope For Grade11 Business Studies 2014 Offers over 60,000 free eBooks, including many classics that are in the public domain. Open Library: Provides access to over 1 million free eBooks, including classic literature and contemporary works. Scope For Grade11 Business Studies 2014 Offers a vast collection of books, some of which are available for free as PDF downloads, particularly older books in the public domain. Scope For Grade11 Business Studies 2014: This website hosts a vast collection of scientific articles, books, and textbooks. While it operates in a legal gray area due to copyright issues, its a popular resource for finding various publications. Internet Archive for Scope For Grade11 Business Studies 2014: Has an extensive collection of digital content, including books, articles, videos, and more. It has a massive library of free downloadable books. Free-eBooks Scope For Grade11 Business Studies 2014 Offers a diverse range of free eBooks across various genres. Scope For Grade 11 Business Studies 2014 Focuses mainly on educational books, textbooks, and business books. It offers free PDF downloads for educational purposes. Scope For Grade11 Business Studies 2014 Provides a large selection of free eBooks in different genres, which are available for download in various formats, including PDF. Finding specific Scope For Grade11 Business Studies 2014, especially related to Scope For Grade11 Business Studies 2014, might be challenging as theyre often artistic creations rather than practical blueprints. However, you can explore the following steps to search for or create your own Online Searches: Look for websites, forums, or blogs dedicated to Scope For Grade11 Business Studies 2014, Sometimes enthusiasts share their designs or concepts in PDF format. Books and Magazines Some Scope For Grade11 Business Studies 2014 books or magazines might include. Look for these in online stores or libraries. Remember that while Scope For Grade11 Business Studies 2014, sharing copyrighted material without permission is not legal. Always ensure youre either creating your own or obtaining them from legitimate sources that allow sharing and downloading. Library Check if your local library offers eBook lending services. Many libraries have digital catalogs where you can borrow Scope For Grade11 Business Studies 2014 eBooks for free, including popular titles. Online Retailers: Websites like Amazon, Google Books, or Apple Books often sell eBooks. Sometimes, authors or publishers offer promotions or free periods for certain books. Authors Website Occasionally, authors provide excerpts or short stories for free on their websites. While this might not be the Scope For Grade11 Business Studies 2014 full book, it can give you a taste of the authors writing style. Subscription Services Platforms like Kindle Unlimited or Scribd offer subscription-based access to a wide range of Scope For Grade11 Business Studies 2014 eBooks, including some popular titles.

### FAQs About Scope For Grade11 Business Studies 2014 Books

How do I know which eBook platform is the best for me? Finding the best eBook platform depends on your reading preferences and device compatibility. Research different platforms, read user reviews, and explore their features before making a choice. Are free eBooks of good quality? Yes, many reputable platforms offer high-quality free eBooks, including classics and public domain works. However, make sure to verify the source to ensure the eBook credibility. Can I read eBooks without an eReader? Absolutely! Most eBook platforms offer web-based readers or mobile apps that allow you to read eBooks on your computer, tablet, or smartphone. How do I avoid digital eye strain while reading eBooks? To prevent digital eye strain, take regular breaks, adjust the font size and background color, and ensure proper lighting while reading eBooks. What the advantage of interactive eBooks? Interactive eBooks incorporate multimedia elements, quizzes, and activities, enhancing the reader engagement and providing a more immersive learning experience. Scope For Grade11 Business Studies 2014 is one of the best book in our library for free trial. We provide copy of Scope For Grade11 Business Studies 2014 in digital format, so the resources that you find are reliable. There are also many Ebooks of related with Scope For Grade11 Business Studies 2014. Where to download Scope For Grade11 Business Studies 2014 online for free? Are you looking for Scope For Grade11 Business Studies 2014 PDF? This is definitely going to save you time and cash in something you should think about.

#### Find Scope For Grade11 Business Studies 2014:

primary school essay on environment
prier le chemin de croix
pride and prejudice research paper
primitive baptist manual
principles of accounting answer key
principles of foundation engineering das 7th edition solution
pride prejudice secrets
primavera p6 admin user guide
principles of macroeconomics clep study guide
print ican exam docket
principles of microeconomics gans 5th edition answers
principles of accounts 71paper 2013

pricing in general insurance primary test papers 2012 prima ncaa 14 guide

#### **Scope For Grade11 Business Studies 2014:**

w3docs quiz html basic - Mar 15 2022

web we have gathered a variety of javascript exercises with answers for each javascript chapter try to solve an exercise by editing some code or show the answer to see what

c quiz w3schools - May 17 2022

web exercises we have gathered a variety of exercises with answers for each tutorial try to solve an exercise by editing some code get a hint if you re stuck or show the answer

#### w3schools html quiz flashcards quizlet - May 29 2023

web w3schools html quiz 4 1 33 reviews what does html stand for click the card to flip hyper text markup language click the card to flip 1 40 flashcards learn test match

javascript exercises w3schools - Feb 11 2022

web the test the test contains 25 questions and there is no time limit the test is not official it s just a nice way to see how much you know or don't know about java count your

### html practice tests w3schools - Jan 25 2023

web xml certificate career planning writing a resume css exercises we have gathered a variety of css exercises with answers for each css chapter count your score

<u>javascript quiz w3schools</u> - Jul 31 2023

web the test the test contains 25 questions and there is no time limit the test is not official it s just a nice way to see how much you know or don't know about javascript count

html quiz w3schools - Sep 01 2023

web the test the test contains 40 questions and there is no time limit the test is not official it s just a nice way to see how much you know or don't know about html count your

javascript tutorial w3schools - Mar 27 2023

web dec 16 2013 or ask your own question there is a jquery quiz posted on the w3schools site here w3schools com quiztest quiztest asp gtest jquery question 16

sql group by statement w3schools - Jun 17 2022

web the test the test contains 25 questions and there is no time limit the test is not official it s just a nice way to see how much you know about c count your score you will get 1

w3schools exercises - Apr 15 2022

web test your knowledge with this basic html quiz made especially for beginners answer only 20 questions and get a certificate at the end html is a primary markup language for

w3school exercises solutions github topics github - Jun 29 2023

web jun 5 2021 to associate your repository with the w3school exercises solutions topic visit your repo s landing page and select manage topics github is where people build

#### java quiz w3schools - Jan 13 2022

web we have gathered a variety of sql exercises with answers for each sql chapter try to solve an exercise by filling in the missing parts of a code if you re stuck hit the show

#### mysql quiz w3schools - Oct 10 2021

web we have gathered a variety of python exercises with answers for each python chapter try to solve an exercise by filling in the missing parts of a code if you re stuck hit the

connections hints and answers for friday november 3 - Jul 19 2022

web the sql group by statement the group by statement groups rows that have the same values into summary rows like find the number of customers in each country

#### w3docs tutorials guizzes certificates frameworks solutions - Oct 22 2022

web the test the test contains 40 questions and there is no time limit the test is not official it s just a nice way to see how much you know or don't know about html count your

css exercises lessons for beginners w3schools in english - Dec 24 2022

web general instructions this practice test is available to you at no cost each question has different difficulty levels and marks upon finishing the test you will receive a

#### html quiz lessons for beginners w3schools in english - Sep 20 2022

web total questions 25 max marks 50 max time computer fundamentals test 3 mcsa type questions computer basics computer components and computer memory total

w3schools guizzes - Oct 02 2023

web test your skills with w3schools quizzes the quiz each quiz contains 25 40 questions you get 1 point for each correct answer at the end of each quiz you get your total score

w3docs html css php javascript and other - Apr 27 2023

web w3schools offers free online tutorials references and exercises in all the major languages of the web covering popular subjects like html css javascript python sql java

#### python quiz w3schools - Nov 10 2021

web the test the test contains 25 questions and there is no time limit the test is not official it s just a nice way to see how much you know or don t know about mysql and sql

#### sql exercises w3schools - Dec 12 2021

web the test the test contains 25 questions and there is no time limit the test is not official it s just a nice way to see how much you know or don't know about python count your

#### general instructions for html practice test w3schools - Nov 22 2022

web w3docs allows you to test your css skills with exercises exercises you can find different css exercises with answers provided for each css chapter solve exercises by

w3docs quiz angular basic - Aug 08 2021

#### computer fundamentals practice tests w3schools - Aug 20 2022

web nov  $3\ 2023$  hints about the nyt connections categories on friday november  $3\ 1$  a kind of break or turn in a sentence 2 you might hear it twice 3 all of these could be

python exercises w3schools - Sep 08 2021

web at the end of the quiz you can see all the questions with the right answers there will also be notes about the answers which will lead you to the appropriate page on the platform

another questionable jquery quiz answer at w3schools - Feb 23 2023

web total questions 10 max marks 30 max time html tags test 1 objective mcsa and fill in the blanks type questions html tags total questions 15 max marks 45 max

### anaya fotocopiable 4 primaria tema 15 conocimiento johannes - Sep 11 2022

fotocopiable 4 primaria tema 15 conocimiento but end up in infectious downloads rather than enjoying a good book with a cup of tea in the afternoon instead they juggled with some

anaya fotocopiable 4 primaria tema 15 conocimiento - Jul 09 2022

mar 30 2023 anaya fotocopiable 4 primaria tema 15 conocimiento this is likewise one of the factors by obtaining the soft documents of this anaya fotocopiable 4 primaria tema 15

#### 2023 examenes anaya 4 primaria prueba de evaluacion - May 07 2022

examenes anaya 4 primaria resueltos soluciones dejamos para descargar en pdf y abrir online examenes anaya 4 primaria

con cada una de las soluciones y las respuestas de los

#### unidad 1 ar conocimiento del medio fpmaterial es - Jul 21 2023

15 grupo anaya s a conocimiento del medio 4  $^{\circ}$  educación primaria material fotocopiable autorizado 6 realiza las actividades relacionadas con el esquema a

22 10 15 blogger - Aug 22 2023

oct 22 2015 fichas fotocopiables de lengua y matemáticas de  $4^{\circ}$  del proyecto aprender es crecer en conexión de anaya material fotocopiable autorizado de lengua y matemáticas de  $4^{\circ}$  incluye fichas de refuerzo y ampliación de ambas áreas haz clic en la imagen para descargar las fichas

#### todo primaria fichas anaya y sm tercer ciclo ep - Mar 17 2023

actividades de refuerzo repaso y ampliación en esta página encontrarás una gran variedad de enlaces de toda la educación primaria donde encontrarás fichas de las editoriales anaya y sm organizados por curso y por materias esperamos te sean de gran ayuda

#### anaya fotocopiable 4 primaria tema 15 conocimiento - Apr 06 2022

anaya fotocopiable 4 primaria tema 15 conocimiento revista de educación  $n^{o}$  320 la inspección educativa nov 07 2021 colección oposiciones magisterio educación física

#### comprension lectora 4 primaria anaya pdf 2023 material - Jun 20 2023

comprension lectora 4 primaria anaya pdf aqui puedes descargar e imprimir o ver online comprension lectora 4 primaria anaya pdf con todas las explicaciones paso a paso para

#### anaya fotocopiable 4 primaria tema 15 conocimiento pdf - Jun 08 2022

anaya fotocopiable 4 primaria tema 15 conocimiento pdf getting the books anaya fotocopiable 4 primaria tema 15 conocimiento pdf now is not type of inspiring means

anaya educación proyectos educativos libros de texto material - Feb 16 2023

proyectos educativos a tu medida descubre los proyectos educativos libros de texto materiales complementarios y recursos didácticos que se adaptan a todos los tipos de aprendizajes

anava fotocopiable 4 primaria tema 15 conocimiento pdf - Feb 04 2022

getting the books anaya fotocopiable 4 primaria tema 15 conocimiento now is not type of inspiring means you could not by yourself going as soon as book stock or library or borrowing

#### examenes anaya 4 primaria 2023 - Oct 12 2022

examenes anaya 4 primaria con las soluciones y todas las respuestas de las evaluaciones y test oficial gracias a la editorial destinado a los alumnos y profesores se puede descargar en

#### anaya fotocopiable 4 primaria tema 15 conocimiento - Jan 03 2022

may 15 2023 anaya fotocopiable 4 primaria tema 15 conocimiento pdf webanaya fotocopiable 4 primaria tema 15 conocimiento 2 7 downloaded from uniport edu ng on

#### examenes 4 primaria anaya pdf 2023 examenes editoriales - Sep 23 2023

examenes 4 primaria anaya pdf aqui completo oficial hemos dejado para descargar en pdf y abrir online examenes 4 primaria anaya con las soluciones y todas las respuestas de las

anaya fotocopiable 4 primaria tema 15 conocimiento pdf - Apr 18 2023

anaya fotocopiable 4 primaria tema 15 conocimiento downloaded from 2013 thecontemporaryaustin org by guest fuller schneider english parallax press

primaria anaya educación - Nov 13 2022

todas las asignaturas descubre nuestra oferta de proyectos educativos para educación primaria libros de texto materiales educativos recursos didácticos y cuadernos de refuerzo

anaya fotocopiable 4 primaria tema 15 conocimiento - Nov 01 2021

mar 1 2023 the anaya fotocopiable 4 primaria tema 15 conocimiento it is unquestionably simple then since currently we extend the connect to buy and make bargains to download and

#### anaya fotocopiable 4 primaria tema 15 conocimiento - Dec 02 2021

jun 26 2023 trimestre tercer trimestre anaya fotocopiable 4 primaria tema 15 conocimiento ebooks anaya fotocopiable 4 primaria tema 15 conocimiento is available

anaya fotocopiable 4 primaria tema 15 conocimiento pdf - Jan 15 2023

anaya fotocopiable 4 primaria tema 15 conocimiento is available in our book collection an online access to it is set as public so you can get it instantly our book servers spans in

 $4^{o}$  - May 19 2023

may 3 2010 el tema 4 de conocimiento del medio de 4º de primaria no está por favor subidlo de nuevo que está super bien para reforzar el tema muchas gracias por la labor que hacéis necesitaria las evaluaciones de 4 de primaria anaya de lengua lingua coñecemnto y matematicas gracias anticipadas mari dice 11 15 lo sentimos saludos

anaya fotocopiable 4 primaria tema 15 conocimiento pdf copy - Mar 05 2022

may 5 2023 pay for anaya fotocopiable 4 primaria tema 15 conocimiento pdf and numerous books collections from fictions to scientific research in any way accompanied by

anaya fotocopiable 4 primaria tema 15 conocimiento pdf - Dec 14 2022

apr 14 2023 anaya fotocopiable 4 primaria tema 15 conocimiento 2 7 downloaded from uniport edu ng on april 14 2023 by

guest methods planning producing and using

material fotocopiable anaya primaria unidad 15 - Aug 10 2022

anaya fotocopiable 4 primaria tema 15 conocimiento pdf april 22nd 2018 anaya fotocopiable 4 primaria tema 15 conocimiento cono 5º primaria evaluaciones temas 05

#### marie antoinette biography french queen royalty - Mar 17 2023

web jul 11 2023 queen marie antoinette helped provoke the french revolution that led to the monarchy s end in 1792 read about her children death movies about her and more

#### marie antoinette feminism french women in history a - Feb 16 2023

web sep 11 2023 marie antoinette was born november 2 1755 in vienna austria and was executed on october 16 1793 at the place de la concorde paris france while the chapelle expiatoire in paris is dedicated to her and to her husband king louis xvi she is buried at the basilica cathedral of saint denis france

#### the death of marie antoinette and her haunting last words all - Apr 06 2022

web apr 14 2022 how the french revolution upended the monarchy however soft her heart was one on one the underclass of france grew to consider her a scapegoat for all of france s ills people called her l autrichienne a play on her austrian heritage and chienne the french word for bitch

#### İlk şöhretli şef marie antoine carême hürriyet - Jan 03 2022

web jun 28 2020 sadece kişisel ün sahibi olmamış fransız mutfağının kurumsallaşmasında öncülük de etmiş olan marie antoine carême 1784 1833 dünyanın ilk celebrity şef i yani şöhretli

marie antoinette encyclopédie de l histoire du monde - Aug 10 2022

web apr 4 2022 marie antoinette eut quatre enfants marie thérèse en 1778 louis joseph en 1781 louis charles en 1785 et sophie en 1786 seul l aîné des enfants survécut jusqu à l âge adulte pourquoi marie antoinette a t elle été exécutée marie antoinette kimdir marie antoinette neden öldürüldü - Apr 18 2023

web feb 7 2021 marie antoinette reform yanlılarının monarşiyi kaldırma planları yaptığından şüphelenmeye başlamıştı 11 temmuz da marie antoinette ve kayınbiraderi kont d artois kral xvi

#### 5 things you might not know about marie antoinette national - Jan 15 2023

web oct 14 2016 here are five facts about the famous queen 1 she never said let them eat cake one of the most well known quotes in history is that marie antoinette when told that the french people had

the marie antoinette trail in france the geographical cure - May 07 2022

web may 2 2022 fascinated with queen marie antoinette here s my guide to the marie antoinette trail in france it takes you to all the sites and attractions associated with queen marie antoinette in and around paris

chère marie antoinette jean chalon babelio - Jun 08 2022

web mar 24 2006 résumé lorsqu en 1770 marie antoinette arrive à paris elle n a pas quinze ans des fêtes splendides sont données en son honneur le peuple s incline devant la future reine vingt trois ans plus tard elle est condamnée à mort et exécutée

marie antoinette vikipedi - Aug 22 2023

web josephe jeanne marie antoinette von habsburg lorraine veya maria antonia josepha johanna jozef jan mari antuanet von habsburg loren d 2 kasım 1755 ö 16 ekim 1793 fransa kraliçesi ve avusturya arşidüşesi kısaca marie antoinette veya maria antonia olarak bilinir

cha re marie antoinette pdf 50storiesfortomorrow ilfu - Feb 04 2022

web enter the realm of cha re marie antoinette a mesmerizing literary masterpiece penned with a distinguished author guiding readers on a profound journey to unravel the secrets and potential hidden within every word marie antoinette history - Dec 14 2022

web nov 9 2009 marie antoinette the 15th child of holy roman emperor francis i and the powerful habsburg empress maria theresa was born in vienna austria in 1755 an age of great instability for european

#### trial and execution of marie antoinette world history encyclopedia - Oct 12 2022

web nov 7 2022 the widow capet the execution of louis xvi of france r 1774 1792 left the king s widow marie antoinette overwhelmed with grief like a ghost she haunted her chambers in the tower of the temple the paris prison fortress where she and her children were being detained by the revolutionary government

marie antoinette biography death cake french revolution - May 19 2023

web marie antoinette in full marie antoinette josèphe jeanne d autriche lorraine austria lorraine originally german maria antonia josepha joanna von Österreich lothringen born november 2 1755 vienna austria died october 16 1793 paris france austrian queen consort of king louis xvi of france 1774 93

cha re marie antoinette - Nov 13 2022

web marie antoinette princess of versailles apr 07 2022 austria france 1769 marie antonia of vienna has her whole life mapped out ahead of her she is to marry dauphin louis auguste eldest grandson of king louis xv as his wife she will be called marie antoinette and will be the highest princess of france upon the death of

marie antoinette the infamous queen behind let them eat cake - Mar  $05\ 2022$ 

web jan 7 2023 queen marie antoinette was the last queen of france before the french revolution took down the monarchy detestably nicknamed madame déficit by the public and her enemies at court marie antoinette s lavish lifestyle symbolized the unchecked extravagance of the french elite and led to her gruesome beheading

marie antoinette queen executed in french revolution - Sep 11 2022

web may 15 2019 marie antoinette born maria antonia josepha joanna von Österreich lothringen november 2 1755 october 16 1793 was the queen of france executed by guillotine during the french revolution she is most known for supposedly saying let them eat cake although the french quote translates more precisely as let them eat

#### marie antoinette wikipedia - Jun 20 2023

web marie antoinette , æ n t w ə ' n  $\epsilon$  t , p t french maß a twanst i marie antoinette josèphe jeanne 2 november 1755 16 october 1793 was the last queen of france before the french revolution she was born an archduchess of austria and was the penultimate child and youngest daughter of empress maria theresa and

#### the true history behind pbs marie antoinette series history - Jul 09 2022

web mar 17 2023 why marie antoinette s reputation changes with each generation a new television series portrays the french queen as a feminist drawing criticism from historians

#### marie antoinette palace of versailles - Jul 21 2023

web 1755 1793 described by her brother emperor joseph ii as honest and lovable marie antoinette was an austrian princess and the wife of king louis xvi she remains one of the most iconic characters in versailles rich history she arrived at