

QUESTION BANK

1. Introduction (10 questions) (10 marks)

1.1. What is the purpose of a business plan?

1.2. Why is a business plan important for a business owner?

1.3. What are the key components of a business plan?

2. Business Plan Structure (10 questions) (10 marks)

2.1. What is the executive summary and why is it important? Should it be written before or after the rest of the plan? Why/Why not?

2.2. What is the business description and what should it include? How long should it be? Should it be written before or after the executive summary? Why/Why not?

2.3. What is the market analysis and why is it important? What should it include? How long should it be? Should it be written before or after the business description? Why/Why not?

2.4. What is the organizational structure and why is it important? What should it include? How long should it be? Should it be written before or after the market analysis? Why/Why not?

2.5. What is the financial plan and why is it important? What should it include? How long should it be? Should it be written before or after the organizational structure? Why/Why not?

2.6. What is the appendix and why is it important? What should it include? How long should it be? Should it be written before or after the financial plan? Why/Why not?

2.7. What is the conclusion and why is it important? What should it include? How long should it be? Should it be written before or after the appendix? Why/Why not?

2.8. What is the cover page and why is it important? What should it include? How long should it be? Should it be written before or after the conclusion? Why/Why not?

3. Business Plan Content (10 questions) (10 marks)

3.1. What is the mission statement and why is it important? How should it be written? How long should it be?

3.2. What is the vision statement and why is it important? How should it be written? How long should it be?

3.3. What is the business model and why is it important? How should it be written? How long should it be?

3.4. What is the target market and why is it important? How should it be written? How long should it be?

3.5. What is the competitive advantage and why is it important? How should it be written? How long should it be?

3.6. What is the marketing strategy and why is it important? How should it be written? How long should it be?

3.7. What is the sales strategy and why is it important? How should it be written? How long should it be?

3.8. What is the pricing strategy and why is it important? How should it be written? How long should it be?

3.9. What is the distribution strategy and why is it important? How should it be written? How long should it be?

3.10. What is the financial strategy and why is it important? How should it be written? How long should it be?

3.11. What is the risk management strategy and why is it important? How should it be written? How long should it be?

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