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Q No (1)

Ans: For writing business plan,
We must have an idea
of the business to be start.
First all idea of the
business must include like

- * Is it a product or service.
- * How will your products/services stand out from the competition?
- * How will you serve people or they buy your products.

⇒ In second step you must have a name for your business

- * It must be unique, memorable and easy to pronounce

⇒ Third, you have to target market

- * Who will your customers be?
- * Where do they live?
- * Target market passionate about?

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⇒ On fourth place comes marketing

* How will you get out word about business?

* Online? posters? email etc.

⇒ On fifth part, How will you price your service or products.

* How much will you charge?

* What are others charging in market?

⇒ And finally Profit.

* How much will be your profit after your all expenses.

* What will you do with the profit money, save or reinvest it?

* Main Components :-

⇒ Executive Summary :-

It includes a table of contents, background, market opportunity, management overviews, competitive advantages and financial highlights.

⇒ Management and personnel:

Provide bios of your company executives and managers and explain how their expertise will help you meet business goals.

⇒ Financial documents:

This where you provide the numbers that back up everything you described in organization and marketing sections. Include conservative projections of your profit and loss statement.

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* Business description and Structure:

Explain why you are in business and what are you selling. Describe manufacturing process, availability of materials. How you handle and fulfilment and other & & operational details.

⇒ Market research and strategies:

Spell out your market analysis and describe marketing strategy. Include sales forecast, deadlines, advertising, & public relations and how you stack up against your competition.

Q(2) Ans: I want start a business of hostel service for students residing in peshawar.

Business plan:

⇒ Idea:

Starting a chain of private hostels for students in peshawar.

⇒ This is a service business.

⇒ By giving best facilities will make my business stand out from competition.

⇒ Name of business:

I will name it as "Bunex eagles hostel". It is unique and easy to pronounce.

The name I choose is because a lot of students from Bunex are living in peshawar and it gives them attraction because of homeland.

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⇒ Target Markets

My customers will be just students & teenagers.

They live in peshawar and needs a place to live. They are keen to find better places for living.

⇒ Marketing:-

I can make advertisement through facebook posts and posters to let students know about our services.

We will give them all the services in hostel building.

⇒ Pricing:

I will cost each student 7000 per month for the services.

In order to compete in market of hostels I'm costing less than others.

Normal fees charge by others are above 8000.

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⇒ Profit:

As per my calculations after all expenses my profit will be above 1 ~~lakh~~ and 50 thousands.

Total collection from students are 4 lacs.

Total collection expenses (rent + food + bills)

$$400000 - 250000 =$$

Rs 150000 are profit.

I will keep some of my profit for my own educational fees and other part will be saved.

Q#3 (a)

Ans: Main forms of business organization.

① Cooperatives:

Formed by people with similar interests. Such as customers and suppliers.

- => Lower costs
- => Increased economic power
- => share in profits.

Members/owners pay annual fees.

- => Agriculture
- => hardware / lumber
- => Grocery

② Joint Venture:

Two or more companies form an alliance to pursue a specific project, usually for a specific time period.

Franchising:

Business organization in which a franchisee supplies the product concept to franchise who sells the goods or services.

Advantages

- * Increased opportunity to expand
- * Recognized name, products and operating concept
- * Training and assistance
- * Financial aid

Disadvantages

- Loss of control
- Cost of franchising
- Restricted operating freedom (franchisee)

Q No 3 (b)

Advantages	Disadvantages
* Ease and low cost of information	Unlimited liability of owner for debts.
* Owner rights to all profits	Difficulty in raising capital
* Owner control of business	Limited management exercise
* Relative freedom from	Large time commitment.
* Government regulations.	Unstable business life
* Absence of special taxes	Difficulty attracting qualified employees
* Ease of dissolution.	

Q No 4

Penetration

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~~Penetration~~ Strategies:

* A strategy to grow by encouraging existing customers to move current products.

* Marketing can be effective in frequent repeat purchases.

* Does not involve anything new for firm.

* Relies on taking market share from competitors and/or expanding size of the existing market.

⇒ Market Development Strategies:

* To grow by selling firm's existing products to new groups of customers.

* New geographical Market - selling to different group.

=> Product Development Strategies

To grow by developing and selling new products to people who are already purchasing the firm's existing products.

=> Diversification strategies:-

To grow by selling a new product to new market.

- * Backward integration
- * Forward integration
- * Horizontal integration

=> Example of Growth Strategies:

- * Penetration strategy - increase in marketing budget focus on existing customers to upgrade.

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* Selling product in Europe, Argentina, and New Zealand.

* Product development:

Develop and sell new products.

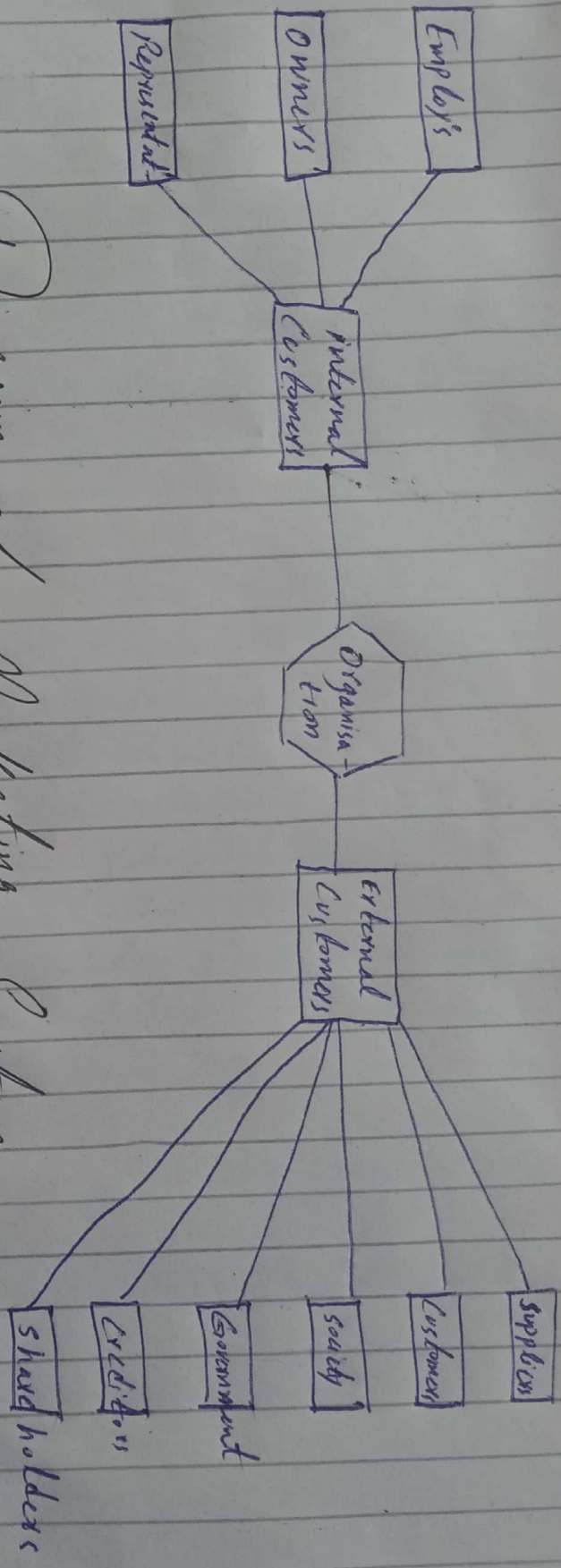
* Diversification strategy:

Control of chain of retail ski shops.

Question # 5

Ans:

Diagram of Marketing System



Environmental factors:-

The internal factors refers to anything within the company. These factors after being figured out showing strengths and weaknesses of the company.

Types:

- 1 Plan & Policies
- 2 Value Proposition
- 3 Human Resource
- 4 Financial and Marketing Resource
- 5 Brand Equity
- 6 Equipments / Plants.
- 7 Labour Management.
- 8 Relationship with employes.
- 9 Technology Resources
- 10 Organisation structure
- 11 Quality and size
- 12 Task operations
- 13 Financial forecast.
- 14 The founders decision making power.

External Environmental factors:

Affecting factors outside company. Outside environment allows businessmen to take suitable adjustments, to make it more adaptable to external environment.

- ① Customers
- ② Input or Supplies
- ③ Competitors.
- ④ Public
- ⑤ Marketing and media talent.

More factors are

- ① Economic
- ② Political
- ③ Technology
- ④ Social /aim
- ⑤ Natural.