

8.00 am

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9.00 ID 11473.

9.30 Course Entrepreneurship :

10.00

Q1 Business Plan is heart of any new project . . . . .

11.00

Ans: Every business plan needs to cover some essential topics. Here's a quick overview of each topic. There are a lot more detail and instruction for each step.

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1: Executive Summary:

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The executive summary is an overview of your business and your plans. It comes first in your plan and ideally only one to two pages.

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2: ~~Exec~~ Opportunity:

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The opportunity section answers these questions. What are you actually selling and how you solving a problem for your market who is your target market.

6.00 pm

### 3: Execution:

In the execution. Chapter 2  
of your business plan, you'll answer the question: How are you going to take your opportunity and turn it into a business. This section will cover your marketing and sales plan, operations, and your milestones and metrics for success.

### 4: Company and management Summary:

Investors look for great teams in addition to great ideas. Use the Company and management Chapter to describe your current team and who you need to hire. You will also provide a quick overview of your legal structure, location and history if you're already up and running.

### 5: Financial Plan:

Your business plan isn't complete without a financial forecast. We'll tell you what to include in your financial plan, but you'll definitely want to start with a sales forecast, cash flow statement, income statement and your balance sheet.



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② Business plan is the road map for any new business. No matter how much thought you've put into your concept or how many trusted colleagues have assured you of its greatness you absolutely must write a business plan.

My business plan for a new brand restaurant is given below.

1) Branded Cover:

Logo, Date and Name.

• 2) Concept:

Describe restaurant concept and get the reader excited about your idea. Go into detail about the food you'll be serving, inspiration behind your concept, and an overview of service style.

3) Sample Menu:

The menu is the most important touchpoint of any restaurant's brand so this should be more than just a simple list of items. With item the prices must be include.

#### 4: Service:

(4)

This section is most relevant for defining concept, concepts that have a unique service style, you have particularly strong feeling about what role service will play in your restaurant.

#### 5) Management Team:

A Brief overview of a team you have established so far. Ideally once you have described the strong suit of every member of your team you'll be presenting a full deck.

#### # Target Market:

Who is going to eat at your restaurant? what do they do for a living, How old are they, once you've described them in detail, reiterate why your specific concept will be appealing to them.

7) Specialists and Consultants:  
List any outside contractors you plan to retain, such as.

- Accountant
- Attorney
- Architect
- Designer
- General contractor



Q3 what are the three main forms of business organization. (5)

Ans: The main types of business organization, Partnership, Sole Proprietorship, Corporation and Limited Liability Company.

1) Sole Proprietorship:

The simplest and most common form of business ownership, Sole Proprietorship is a business owned and run by someone for their own benefit.

2) Partnership: These come in two types: General and Limited. In General Partnerships, both owners invest their money, property, labour etc.

Limited Partnership require a formal agreement between the partners. They must file a Certificate of Partnership with a state. Limited Partnership allow partners to limit their own liability for business debts according to their portion of ownership or investment.

Corporation: Corporations are, for tax purposes, separate entities and are considered a legal person, any income distributed to the shareholders as dividends or profits are

taxed again as the personal income of the owner. (6)

Factors when selecting a business form.

- 1) Nature of business activity.
- 2) Scale of operations.
- 3) Capital requirements.
- 4) Degree of control and management.
- 5) Degree of risk and liability.
- 6) Stability of business.
- 7) Flexibility of administration.
- 8) Division of profit.
- 9) Costs, procedure and government regulation.

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Q 3

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Advantages and disadvantages of a partnership business.

9.00

Ans: Advantages of a business Partnership.

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- 10.00 ) Less formal with few legal obligation.
- 10.30 ) Easy to get started
- 11.00 ) Sharing the burden
- 11.30 ) Access to knowledge, skills, experience and contacts.
- 11.30 ) Better decision-making.
- Noon ) Privacy
- 12.30 ) ownership and control are combined
- 1.00 ) Easy access to profits.

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Disadvantages:

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- 2.30 ) The business has no independent legal status
- 2.30 ) Unlimited Liability.
- 3.00 ) perceived lack of prestige
- 3.30 ) Limited access to Capital
- 3.30 ) Slower, more difficult decision making
- 4.00 ) Profits must be shared.
- 4.00 ) Limits on business development.

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Q4Growth Strategies of Product or Market:

(8)

Ans: Most Companies have plan to grow their business and increase sales and profits. However, there are certain methods for implementing a growth strategy. Some growth strategies in business include market penetration, market expansion, product expansion, diversification and acquisition.

Strategies:i) Market Penetration Strategy:

One growth strategy in business is market penetration. A small company uses a market penetration strategy when it decides to market existing products within the same market it has been using. One way to increase market share is by lowering prices. For example in markets where there is little differentiation among products, a lower price may help a company increase its shares in the market.



## Market Expansion or Development

A market expansion growth strategy often called market development, entails selling current products in a new market. There are several reasons why a company may consider a market expansion strategy.

### Example:

A small soap distributor that sells to retail stores may discover that factory workers also use its product.

## Product Expansion Strategy:

A small company may also expand its product line or add new features to increase its sales and profits. A small company may also be forced to add new products as older ones become outmoded.

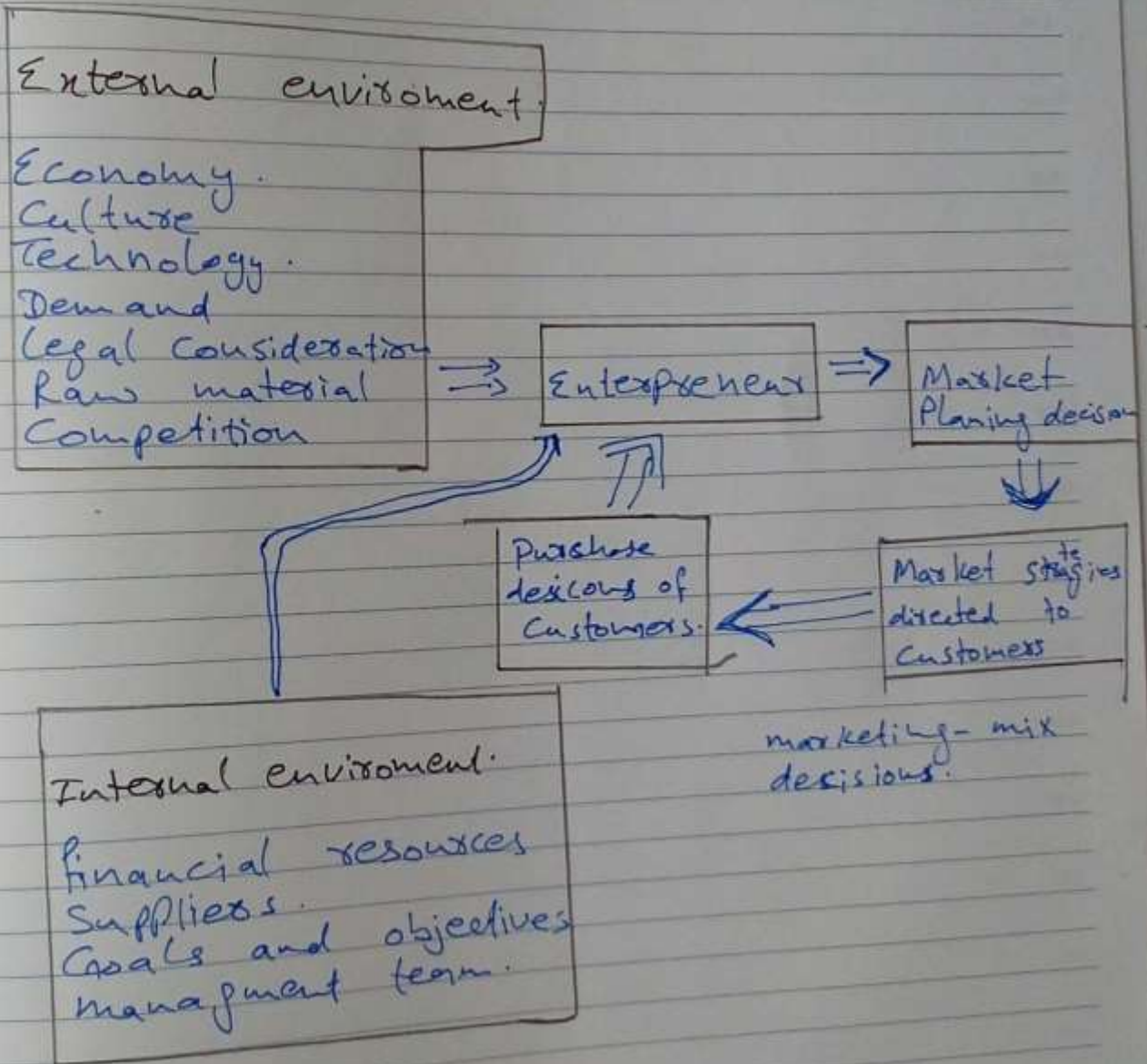
## Acquisition of Other Companies:

Growth strategies in business can also include an acquisition. In acquisition a company purchases another company to expand its operations. A small company may use this type of strategy to expand its product line and enter new markets.

Q5

# Block diagram of Marketing systems

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