

Model Answer of the second semester exam in Writing and Presenting a Business

Plan in English

Part I: Multiple Choice Questions (10 pts)

- b) A written document explaining a business idea.
- b) Written last and placed at the beginning.
- c) Clear and professional.
- b) The present purpose.
- c) The future.
- b) A specific group of customers.
- b) Saves time.
- b) Strengths, weaknesses, opportunities, and threats.
- b) Money earned.
- c) No loss, no profit.

Part II: Exercises (10 pts)

Exercise 01 (3 pts)

Product

Service

Profit

Competitors

Mission statement

Vision statement

Exercise 02 (2 pts)

Mention two components of market analysis:

Target market

Competitors

Exercise 03 (5 pts)

Money spent → B. Costs

Company image → E. Branding

Money earned → A. Revenue

Specific group of customers → D. Target Market

Revenue – Costs → C. Profit