

First Semester Examination of: writing and presenting business plan- First Year Master – HRM

Name:	Groupe Number:	Note:

1-State whether the following statements are True or False: (2.5points)

- a- Potential investors regard the marketing plan as critical to the success of the new venture:.....
- b- The executive summary lays out all the vital information about your business within ten–twelve pages.....
- c- The first perspective of writing a business plan is for the potential investors' viewpoint.....
- d- A business plan should give as much detail as possible, but these should also be in a concise manner so that the reader reads it completely.....
- e- A business plan can be used to get debt from banks, raise funds through securities, and attract angel investors or venture capitalists.....

2- Fill in the blanks: Entrepreneur, financial plan, Potential investors, organizational plan, business description, production plan. (2.5points)

- a- determines the potential investment commitment needed for the new venture and indicates whether the business plan is economically feasible.
- b- describes the form of ownership of the firm.
- c- should begin with describing the mission and vision of the firm.
- d- describes the production of goods and services and the flow of goods and services from producers to customers.
- e-The business plan is valuable to the and

3-Answer the following questions: (5ponits)

- a-What do you mean by the business Plan?

.....
.....
.....

- b-What is the Executive Summary of a Business Plan?

.....
.....

c-What is the importing of writing a Business Plan?

4-Discuss Two Internal and External user of Business Plan: (4points)

External users: and

Internal users: and

5-Case Study: EcoDelight Bakery (8Points)

EcoDelight Bakery is a startup focused on producing and selling organic, eco-friendly baked goods in Jijel, Algeria. Our mission is to offer high-quality, sustainable products that cater to health-conscious customers while reducing environmental impact. We plan to launch with a range of organic bread, pastries, and cakes.

a-Identify the main target customers and competitors.

Costumers:

Competitors:
.....

.....

b-Mention the vision and the mission of this business.

.....

a. Prepare the Marketing Plan of this Business including the 4Ps.

c- Prepare the Marketing Plan of this Business including the 4P.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....