

## **The Answer of The First Exam of Writing and Presenting Business Plan- First Year Master – HRM**

### **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: **True**
- b- The executive summary lays out all the vital information about your business within ten–twelve pages **False**
- c- The first perspective of writing a business plan is for the potential investors' viewpoint **False**
- 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 **true**
- e- A business plan can be used to get debt from banks, raise funds through securities, and attract angel investors or venture capitalists **true**

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

- a- **Financial plan** determines the potential investment commitment needed for the new venture and indicates whether the business plan is economically feasible.
- b- **Organizational plan** describes the form of ownership of the firm.
- c- **business description** should begin with describing the mission and vision of the firm.
- d- **production plan** 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 **potential investors** and **entrepreneur**

### **3-Answer the following questions: (5ponits)**

- a-What do you mean by the business Plan? A written document presented by the entrepreneur that describes all the relevant external and internal elements involving in starting a new venture , it is often an integration of functional plans such as marketing finance human resources ....
- b-What is the Executive Summary of a Business Plan? It is a detailes plan of action and product particulars about the proposed project. It is the first thing you read but the last thing you write.

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

External users: investors and Competitors and costumers ..

Internal users: managers and entrepreneurs and employees..

### **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:** health-conscious individuals, families looking for sustainable food.

**Competitors:** traditional bakeries, supermarkets with limited organic product offering.

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

**Mission:** To combine health and sustainability through innovative bakery products.

**Vision:** To become the leading provider of eco-friendly baked goods in Algeria.

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

**1-Placement:** local organic shop, online market..

**2-Pricing:** competitive pricing with slight premium for the organic and ecofriendly nature of products.

**3- Promotion:** social media, partnerships, workshops.

**4-Product:** organic bakery and ecofriendly made with organic ingredients.