Business Plan

Take Home Test

1. For each question answer from you completed business plan:
2. Type your pitch
3. What is your business name and add a picture of your logo
4. What is your problem or unmet need?
5. What is your solution?
6. What is your companies mission statement
7. How do you plan on integrating socially responsible practices into your business model?
8. Descriptions of your products feature and benefits and explain how you create your product or deliver your service.
9. Explain what each is:
10. What does “Definition of one unit” mean?
11. What does each stand for? COGS or COSS
12. What does EOU stand for?
13. What is the difference between a fixed and variable expense? Explain what your biggest/most important fixed and variable expenses.
14. What are “Breakeven Units”? What is the formula to find break even units?
15. What is the purpose of Market Analysis?
16. Can you figure out what industry your business is in?
17. What does each of these target market segments mean? Demographics, geographics, psychographics, and buying patterns.
18. Try to calculate the size of your target market; using the funnel to organize your market research data. Reminder:
	1. Total Population should include EVERYONE who is a potential customer and/or lives in a specific geographic area, and should come from your secondary research.
	2. Target Market Population is the number of people in the identified target market segment within the Total Population.
	3. Market Size should be a percentage of the Target Market Population based on your primary research.
	4. Customer surveys and other market research
19. Describe your Marketing and Sales ideas.
	1. Description of all promotional methods, and explanation of why each method will appeal to you target market
	2. Description of all selling strategies and platforms and explanation of why each strategy and platform will be effective