Study Guide

SBM/Entrepreneurship

SWOT

EOU - what it is, how to figure it out

Gross Profit/ Contribution Margin -How to figure it out

5 P’s of Marketing

Opportunity Recognition

Sales – Cost of Merchandise Sold= Gross Profit – Expenses – Taxes =Net Profit

COG – how to figure out

Concept of AIDA – Attention, Interest, Desire, Action

Supply and Demand

Competition versus monopoly

Ownership Types

Types of Business

Can you do the following?

1. Match the following:

1. \_\_\_\_\_\_\_ Things not necessary for survival/adds comfort A. Revenue

2. \_\_\_\_\_\_\_ Another name for products B. Gross profit

3. \_\_\_\_\_\_\_ An action performed for pay for someone C. Affirmation

4. \_\_\_\_\_\_\_ Things necessary for survival D. Expenses

5. \_\_\_\_\_\_\_ Money coming into your business (sales) E. Wants

6. \_\_\_\_\_\_\_ Sales – COGS F. Services

7. \_\_\_\_\_\_\_ Rent, insurance, salary, and utilities G. Entrepreneur

8. \_\_\_\_\_\_\_ A positive statement stated towards someone H. Goods

9. \_\_\_\_\_\_\_ A person who take the risk to start his/her business I. Needs

10. \_\_\_\_\_\_ The actual profit that you get to take home J. Net profit

11. This type of business buys in large volume and sells to other stores in smaller quantities A. Manufacturing B. Retail C. Wholesale D. Service \_\_\_\_\_\_\_

12. This type of business performs an action for someone for profit A. Manufacturing B. Retail C. Wholesale D. Service \_\_\_\_\_\_\_

13. This type of business sells to the final consumer A. Manufacturing B. Retail C. Wholesale D. Service \_\_\_\_\_\_\_

14. This type of business makes the actual goods or products A. Manufacturing B. Retail C. Wholesale D. Service \_\_\_\_\_\_\_

**Use these questions as a basis of study for the exam. It covers chapters 2,3,4.2,5 and 6 of the book. Make sure you have an understanding of all of them.**

What is the type’s business ownership?

What is liability?

What is the difference between unlimited and limited liability?

What ownership type is the easiest to start? Most Difficult? Why?

What is a cooperative?

What type of business ownership are you going to be for your NFTE business?

What is the law of supply? What is the law of demand?

What is the equilibrium point?

What role does competition play in our economy?

What does each stand for: EOU, COG, SWOT

What is negotiation?

What is concession?

Why are values important in negotiation?

What are ethics

What is intellectual property?

How do you protect your intellectual property? Hints…C, TM, P

Social responsibility and Philanthropy…what are they?

What is the purpose of a business plan?

What is a business opportunity and how do you recognize it?

Be able to use this formula when given information: { Sales – Cost of Merchandise Sold= Gross Profit – Expenses – Taxes =Net Profit}

Be able to match the following:

 \_\_\_\_\_\_\_ The ability to cope with new situations A. Vision

 \_\_\_\_\_\_\_ Willingness to compete B. Risk-taking

 \_\_\_\_\_\_\_ Belief you can accomplish what you set out to do C. Confidence

\_\_\_\_\_\_\_ Desire to work hard to achieve goal D. Adaptability

 \_\_\_\_\_\_\_ To be truthful and sincere E. Persuasiveness

 \_\_\_\_\_\_\_ Keep tasks and information in order F. Organization

 \_\_\_\_\_\_\_ The knack of convincing people G. Competitiveness

 \_\_\_\_\_\_\_ Ability to stay focused, adhere to deadlines H. Understanding

 \_\_\_\_\_\_\_ Refusal to quit I. Honesty

 \_\_\_\_\_\_\_ Courage to expose yourself to possible losses J. Drive

 \_\_\_\_\_\_\_ Ability to listen and empathize with others K. Discipline

 \_\_\_\_\_\_\_ Ability to see the end results L. Perseverance