

Assessment 18

Total Marks: 30

Each Question has equal Marks

(15)

- Q.1. Write a business plan for your business, which you have started with an investment of £30,000. Your company deals with the management of medium sized social events i.e. weddings, birthday parties etc.

The business plan must include;

- a) Business name
- b) Complete business description for your business
- c) Description of the services you offer
- d) Complete primary and secondary analysis of the industry, market trends, market demands and competition.
- e) Marketing plan including advertisement methods for your business
- f) Details of your business legal requirements
- g) Projected profit and loss forecast for the next 12 months.

- Q.2. (15)

- b) Prepare an event management plan for a sports event being held at the stadium. Some 20,000 people are expected to attend.
- c) Produce a site design showing temporary site entrances and exits, parking, food stalls (adjutant to the stadium), information centre, first aid posts and toilets for the above event.