

ASSESSMENT # 9**Total Marks: 30**

- 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. (15)

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's legal requirements
- g) Projected profit and loss forecast for the next 12 months.

- 2.** (15)
- a) Prepare an event management plan for a sports event being held at the stadium. Some 20,000 people are expected to attend.
 - b) Produce a site design showing temporary site entrances and exits, parking, food stalls (adjacent to the stadium), information centre, first aid posts, and toilets for the above event.