

Creating a Business Plan

Assignment 1

Total Marks: 30

Q:1: Short Questions: (20)

- i. What is an online business?
- ii. How technology can help to enhance the customer service experience?
- iii. What are the benefits of online businesses?
- iv. Why a business needs a business plan?
- v. What sort of research would you do to identify opportunities for an online business?

Q: 2: What are the key elements of a business plan? (10)