



What is Business Plan for?

ASSESSMENT # 1

Total Marks: 20

Answer the following questions:

1. Give short answers the following questions: (15)
 - i. What is the purpose of a business plan?
 - ii. List the most important components of a business plan.
 - iii. What is the purpose and value of a vision statement?
2. Put yourself in the position of an entrepreneur and create your own vision statement. Also provide a brief explanation of why/how you chose this vision statement. 7
3. Explain the functions and benefits of GO-PARSE, including a brief description of each component. 8