

Developing “The Plan”

Circle the correct response

#	Question	Answer A	Answer B	Answer C	Answer D	Answer E
1	Because investors or financiers may know nothing about the new business' industry, a Business Plan should include a/an...	<i>Financial Analysis</i>	<i>Industry Analysis and Market Strategies</i> section	<i>Competitive Analysis</i>	All of the above	None of the above
2	The <i>Executive Summary</i> of a Business Plan should...	Be concise and no longer than one page	Include what the investors are going to be asked for	Be an overview of ALL the following pages	All of the above	None of the above
3	When preparing a <i>Competitive Analysis</i> , which of these should NOT be considered a competitor for a start-up bookstore?	Amazon	A local college bookstore	The county library	All of the above	None of the above
4	If a startup business is going to need large equipment like a baker's oven, it should be included in which phase of the <i>Financial Analysis</i> ?	Capital start-up required	Operating start-up required	Operating Break-even budget	All of the above	None of the above
5	T/F: For most investors, preparing a <i>Brief Business Plan</i> will be sufficient.	True	False			

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Section 2 Quiz Answers:

1. B – *Industry Analysis and Market Strategies* section
2. D – All of the above
3. E – None of these
4. A – Capital start-up expenses
5. False