

ASSESSMENT # 15**Total Marks: 20**

Answer the following questions:

1. 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)

2. How to describe your product and services? (07)

3. How to analyze competition and yourself? Discuss. (8)

4. How to build your sales force? Discuss with detail? (8)