

Starting and Running the Business

ASSESSMENT # 14

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
- e) Trends, market demands, and competition.
- f) Marketing plan including advertisement methods for your business
- g) Details of your business legal requirements
- h) 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 (adjutant to the stadium), information centre, first aid posts, and toilets for the above event.