**Entrepreneurship and Venture Capital Management**

**June 2023 Examination**

**1. Write a business plan (executive summary) of your own entrepreneurial idea also suggest and explain what kind of financing would you prefer for the same and why? (10 Marks)**

**Ans 1.**

**Introduction**

A business plan may be described as a file that outlines our firm's desires and how we plan to satisfy those goals. Every marketing strategy has a number one section, which includes advertising and management. It needs to additionally have an executive summary, a synopsis of every planning phase, in a one-to-two-page overview.

The executive summary is constructed and found at the beginning of the business plan, even though it summarizes the venture. However, we have to build the executive summary last. Once we have executed the work and cited the business plan, writing the resume can be more

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**2. Explain in detail business canvas model for a business idea of your own. (10 Marks)**

**Ans 2.**

**Introduction**

A business version can be described as a plan on how a company intends to make income. It depicts our client base, how we deliver value to them, and the related information about financing. And the business model canvas lets us define those components on one page.

The business version canvas may be a strategic control tool that lets us investigate and visualize our commercial enterprise concept or idea. It is a single-page document comprising nine boxes representing diverse fundamental factors of a

**3. Legacy bakers want to expand their business, due to competition and much healthier options available in the market which is kind of becoming a replacement to their products. Legacy bakers are finding it difficult to take effective measures to sustain their business among competitors.**

**a) What kind of innovation they should select so that they can be one of the most chosen brands of all others? (5 Marks)**

**Ans 3a.**

**Introduction**

Businesspeople are privy to business expansion being the trickiest thing internationally. It involves a variety of challenges and calls for many sources, including human and cloth resources.

Its miles one thing to begin a business and it is another thing to expand it.

**b) Do you think they can expand their business by using the franchise model?**

**What will be your advice to them? (5Marks)**

**Ans 3b.**

**Introduction**

When considering if we want to get concerned with a franchise, we must weigh all the advantages of franchising. Is this beneficial for us?

Concept and application

Sure, Legace bakers can expand their business using a franchise version. Let's speak about the benefits of