

All the useful information before the Final Exam!

1. The Business Plan Report

(Due before the last day of final exams, which is Friday 17 May 2013 at 13:30 hrs. at the BE Office)

You can consult the business plan manual by Deloitte & Touche (Length 10,000 - 12,000 words)

Outline of the Business Plan

- **Executive Summary** (1 page)
- **Company Description** (type of organization, vision, mission)
- **Management and Organization** (Organization chart, Compensation plans and policies)
- **Market and Competitors** (General description, Market statistics, Customer data (*Demographics;Needs; Loyalty; Buying behavior and purchasing criteria*); Competitor data (*Type and number; Location; Strengths and weaknesses; Turnover ;Barriers to entry ; Strategy; Potential future competitors*); Market and customer surveys(*Pricing; Sensitivity; Segmentation*)
- **Product or Services** (Product and service (technical) specifications; Competitive advantages; Product life span information; Impact of technology; Patent, license, and trademarks; Regulatory approvals or industry standards; Business risks)
- **Operations plan** (*Production process; Facilities; Capacity; Security of supply channels; inventory requirements*); Research and development plans; Quality control plans; Customer service plans)
- **Marketing and Sales** (Marketing plan; Marketing vehicles; Marketing materials; Strategic alliances Distribution channels; Sales force)
- **Financial Information** (Financial forecasts, projections, and assumptions; Amount and timing of needed funding)

Business Plan Grading Rubric

Grading Rubric for Business Plan Grading Criteria	Grade A (80-100)	Grade B+ Grade level Expectations (70-79)	Grade B (60-69)	Grade C (50-59)
Executive Summary	Summary generated excitement , was brief, provided an overview of the business, and outlined main points. The reader believes this is a viable business proposition.	Summary was brief, provided an overview of the business, and outlined main points.	Summary was brief, provided an overview of the business. The reader is left with 1 or more questions about the business.	Summary was brief. Questions remain about the service or product and the owner's ability to deliver.
Operations Plan	Description of the business, industry, products and comp. was highly effective and detailed.	Description of the business, industry, products and comp. was effective and detailed.	Description of business, industry, products and comp. was provided, but without sufficient detail.	Description of business, industry, products and comp. was unsatisfactory
Sales and Marketing Plan	Customers, competition, promotion, pricing, the product and distribution described in a way that led to a high degree of credibility for the business.	Customers, competition, promotion, pricing, the product and distribution described in a way that led to credibility for the business	Customers, competition, promotion, pricing, the product and distribution described in a way that led to some credibility for the business.	Customers, competition, promotion, pricing, the product and distribution described in a way that was not credible
Business Strategy Analysis (for example: if you choose to use SWOT in this case)	SWOT is very well written and insightful. The discussion identifies trends, demographics or data to support the plan.	SWOT is well written.	SWOT leaves the reader with questions in a least one category.	SWOT analysis is weak.
Financial Plan	The plan includes 12 months of revenue, expenses and profit. All assumptions are clearly explained and seem credible. A balance sheet is included	The plan includes 12 months of revenue, expenses and profit. All assumptions are explained and seem credible. A balance sheet is included	The plan includes 12 months of revenue, expenses and profit. It is not clear where all the numbers came from or they seem dubious.	The financial plan is difficult to follow; key assumptions are missing or unclear to the reader.
Communication	The plan is very well written with clear, concise language. It is free of spelling and grammatical errors.	The plan is well written with clear, concise language. It has very few spelling and grammatical errors.	The plan is written with language that is weak. There are too many spelling and grammar errors.	The plan is poorly written with language that is weak. There are far too many spelling and grammar errors.

2. The Final Exam

The final exam will be on **Friday 17 May 2013 at 13:30 - 16:30 hrs.**

Prior to the exam, the instructors will give you 5-6 practice questions on the following topics: (You can work on the questions in group.)

1. Macroeconomic Analysis/Globalization
2. Economics of Strategy/Marketing
3. Industrial Analysis/Competition Policy and Regulation
4. Economics of Production/Organization/ and HRM
5. Finance and Economics

The final exam will consist of 2 parts. In part 1, there will be 2 "seen" essay questions. These two questions will be taken directly from the practice questions. In part 2, you will have to choose 2 out of 3 "unseen" essay questions. The topics will be on the same issues as the practice questions that we do not choose for part 1.

Practice Question For the Final Exam

We expect the answer for each question to be between 2-3 pages long (exam book size)

1. According to your group's business plan, explain the pricing strategies that you propose to adopt. Also explain you reason(s) why you adopt such pricing strategies.
2. What is the amount of money that your group proposed to borrow? To be honest, suppose you are a profit-maximizing lender who is considering whether he/she should lend his/her money to support "YOUR GROUP's" business project. Would you decide to lend your money? Explain why or why not.
3. Is it always the case that the employee's objectives align with those of the business owner's? Why or why not? Now, for your group's business plan, discuss how you would compensate your employees (for example, firm's executive, sales person, production Engineer, financial and accounting officer to security guard and housekeeping) in order for them to maximize your business objectives. You can have different compensation schemes for different types of employee.
4. What is your group's strategic business plan? How would your business activities be consistent with the strategies (Strategic fit)? Please explain by using the 4P framework (product price place promotion)
5. Explain the meaning of the "Net Present Value (NPV)", the "Internal Rate of Return (IRR)", and the "Payback period". Also explain how we can use each of them to evaluate business plans.

Best of Luck!

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