

Chapter -11 Business plan.

1 Very short Q.A

1) What is business plan?

⇒ The term business plan means the development of a written documents that spells out like a roadmap where you are, where you want to be and how you want to get there.

2) Mention any three significance of a business plan.

- ⇒
- Basis for planning
 - Evaluating ideas
 - Research based decision.

3) Mention the contents of a business plan.

- ⇒
- Title page
 - Executive summary
 - Industry overview
 - Market analysis and competition
 - Sales and marketing plan
 - Management plan
 - Operating plan
 - Financial plan
 - Appendices and exhibits.

Short / Long Questions.

1) What is business plan? Explain.

> The term business plan means the development of a written documents that spells out like a roadmap where you are, where you want to be and how you want to get there. It includes three primary parts where they are:

i) Business concept section:- The first part of the business plan is business concept. It describe about the nature and type of industries.

ii) Marketplace section:- This section describes and analyzes the potential customers who and where they are, what makes them buy and so on.

iii) Financial section:- This section contains the income statement, cash flow statement, balance sheet, financial ratios and break-even analysis.

2) Explain the significance of business a business plan.

-> Basis for Planning :- Business plan is an invaluable exercise for clarifying the ideas and can help to understand the scope of the business.

- Evaluating Ideas :- The entrepreneur may get the multiple ideas in mind while developing business plan. A suitable and feasible business plan.

- Research based decision :- Business plan is based on the research of market, customer and competition.

- Avoids the big mistakes :- According to the small business administration, only about half of small business are still around to celebrate their fifth birthday.

10/1/2

Nobel academy
New baneshwore, Kathmandu
Email: Nobel academy @ gmail . com
Ph no :-

Date :- 2081-10-15

The manager
Asmita Publication
Pubalisedak, Kathmandu

Sub :- Ordering of books

Respected sir,

With due respect, this letter is written to ordering of books of asmita publication where we are dealing the books since a long time. So, it's a humble request that this year also we want to order the books for all faculty students almost 2000 students are there in Nobel academy.

Your sincerely
Nobel academy
[Signature]

Page

Complaint letter

2)

Bryan's glasses and cups

New baneshwar, KTM

Tel no - 01-4116043

Email - daniel bryan@gmail.com.

Ref no - 03/030/088

Date - 4th feb, 2025

The sales manager,
Gems Glass Industry
Chobar, Kathmandu


Sub-complaint for broken glasses

Respected sir,

The plain Glass we ordered on 1st feb 2025 were delivered yesterday, but we regret to report that 2 dozens of them were totally broken while another 3 dozens were ~~crack~~ Cracked. The package containing the glasses were totally good and was accepted without any questions it appears to be happened due to rough transit handling. The damaged glasses have been kept aside for inspection meanwhile, we shall request you to please issue necessary credit in your favour.

I look forward to your reply and resolution of any problem as early as possible

Thanking you
Yours faithfully


Purchase manager

Order letter

APEX college
Binamangal KTM
Tel no: 014264669
Email :- apex@gmail.com

Ref no: 08/037/084
Date: 2nd feb, 2025

The sales manager
oriental electricals
kathmandu, Nepal

Sub:- An order about table and ceiling fans

Respected sir,

We thank you for your letter along with the quotation date 30th Jan, 2025. The terms and conditions given in your letter are accepted so, please supply the following item through Himal transport co. and forward the document it through Nepal Rastra bank please confirm this order and intimate to us to when will dispatch the above items. The payments will be only after the receipt of the goods in good condition.

Thanking you
Your sincerely

Purchase manager

Letter

4) letter of enquiry about computer

Kathmandu Secretarial Institute
Naxal, Kathmandu
Email :- ktm@gmail.com
Tel :- 01-4780901

Date: 30th Jan 2025

Ref: 2024/2025 - 0642

To

Mr. Krishna Poudal
Sales manager
Mercantile, Traders
Kathmandu, Nepal

Sub:- An enquiry about computer

Dear Mr. Poudal

We are one of the leading college of Kathmandu
are planning to expand our services. Hence,
we are interested in buying 20 units
of personal computer we would be
glad to know about the model you can

We will be grateful if you provide us the necessary
details as early as possible. I am
looking to received you reply.

Thanking you

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Job application letter

5) Date - 5th Feb, 2025

To,

The human resource manager
Chaudhary group of Industries
Sanepa Kathmandu

Sub: For the post of marketing officer

Respected Sir,

This is with refers to the advertisement appearing in the Kathmandu Post dated on Jan 2025 for the post of marketing officer. I wish to apply for this post, since my qualification and work experience and work experience satisfy all the eligibility criteria mentioned by you in the vacancy.

I am young, dynamic and energetic person with sound health and good appearance. I have attached my bio data here with I hope you will kindly provide me the opportunity to serve your industry for goal achievement.

I sincerely thank you for your time and consideration. I look forward to speaking with you in the near future.

Your faithfully,

Prashamsa

Prashamsa
10/29