Observe the table below. You will find some sample questions filled for the entities using the 5Ws + HOW framework. Fill in the questions with blanks ----? with suitable questions that you would ask to know the situation better.

**Questions**

|  | **Client/Prospect** | **Investment fund** | **Securities** | **Investment horizon** | **Financial goals** |
| --- | --- | --- | --- | --- | --- |
| **Who?** | Who is the investor assigned to you?  Ms Alexandra Kolishnyick (aka Alexa) Daughter of a famous Ukrainian business tycoon. | Who have the rights to take decision regarding Investment fund?  Ms Alexa have full authority to take decision. | Who decides on securities to be invested?  Ms. Alexa can decide on security based on our recommendation. | who decide on investment horizon?  Ms. Alexa have decision maker | Who decide the financial goals?  Client Alexa is decision maker. |
| **What?** | What is the risk profile of the client?  Client has a conservative approach, will decide only after understanding the risk involved. | What are the total funds that the client is willing to invest?  Client not disclosed the details and will understand the risk involved first. | What type of assets the client going to invest?  Client decide to invest in stocks that shows promising with stable. | What is the investment horizon?  3 -5 years when the Client Alexa finish her bachelor degree | What are the Future goals for the investor?  Alexa planned to invest the saving money during her collage for running an NGO. |
| **When?** | When the Investor planning invest?  Once Client understand the risk and rewards. She willing to invest at the earliest | When the client planning to invest the fund?  Based on the understanding of the risk and will arrange asap. | When the security assets invest and withdraw?  Bull phase to purchase and bearing phase to sell as per recommendation for short selling. | When does the client intend to withdraw the returns?  Client may partially or totally withdraw depending on the returns within the period of 3 to 5 years of her degree. | When the client planning to start the NGO?  In next 3 to 5 years when she completes the bachelor degree. |
| **Which?** | Which risk profile best describes the client?  Conservative client that expects decent returns by investing in stable securities | Which portion of the investment fund would suit the investor’s profile?  Only that portion of the overall investment fund where the investor can generate modest, consistent returns and seek exposure to low-risk securities | Which of the securities will provide the best returns?  Securities that show decent returns, stability and have low risk exposure will suit a conservative investor | Which investment horizon best suits the client?  Medium term investment (3 to 5yrs) is best suited as funds are needed to run the NGO after she completes her bachelor’s degree | Which financial goal primarily needs to be accomplished?  Funds are needed for running the NGO, which is the primary goal to be accomplished |
| **Where?** | Where is the client currently located?  She has been schooling in US, but belongs to a famous Ukranian business tycoon | Where is the source of the investment fund coming from?  From her parents has sending money for her daily expenses. | Where does the client wish to invest the available funds?  Stock market where she can get decent returns and low risk exposure | Where should the investment horizon of 3 to 5 yrs lead the client?  Needs to ensure the client has generated sufficient returns to start the NGO | Where will the short-term financial goals be achieved by the client?  Through selling profitable Securities or by receiving stock dividends or bonuses |
| **How?** | How much capital going to invest?  Client not disclose the capital amount yet. | How will the fund payment be received?  Funds will be from savings account that her parents have been sending for her daily expense | How many securities will buy?  Depend on mode of investment | How do you know the investment horizon?  3 to 5 years to complete her degree. | How does the individual intend to use the returns from the investment?  Returns will be used to fund the NGO. |

Complete the document with the relevant questions. You must provide an answer to each question using the information provided about the investor and the available securities in the videos.

**Answers**