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? | Who all does the investment fund belong to? | Who is going to purchase the securities? | Who is going to determine the investment horizon? | Who is going to set the financial goals? |
| **What?** | What is the investor’s expectation? | What are the total funds that the client is willing to invest? | What are the securities that the client is willing to invest in? | What is the period of time the client wants to invest for? | What is the return the client is expecting from the investment? |
| **When?** | When is the client willing to start the investment? | When will the investment fund be available from? | When will the securities be purchased? | When does the client intend to withdraw the returns? | Till When can the client wait to meet their financial goals? |
| **Which?** | Which people does the client rely on or is supported by? | Which people contribute to the investment fund? | Which of the securities will provide the best returns? | Which people play a part in determining the investment horizon? | Which people determine and will be affected by the financial goal? |
| **Where?** | Where is the client located? | Where is the investment fund held currently? | Where does the client wish to invest the available funds? | Where does the client want to withdraw funds? | Where will the client be when the financial goal is met? |
| **How?** | How does the client expect us to invest the money? | How will the investment fund be utilized? | How are the securities going to be purchased? | How has the client decided their investment horizon? | How does the individual intend to use the returns from the investment? |

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**

|  | **Client/Prospect** | **Investment fund** | **Securities** | **Investment horizon** | **Financial goals** |
| --- | --- | --- | --- | --- | --- |
| **Who?** | Alexendra, daughter of famous Ukrainian business tycoon | Everything is Alexendra’s savings. | The portfolio manager. | Alexendra | Alexendra |
| **What?** | She wants her savings to grow but does not want too much risk. | Client has not disclosed yet but she has saved up a huge amount till now and wants to invest future savings as well. | Client has not specified any particular securities but they should be stable or less risky. | Has not specified the exact time period but she wants to keep investing till her Bachelor’s is complete so at least 3 years or more. | Exact figure not given but she want’s the best return possible with relatively low risk. |
| **When?** | Immediately as she saved up money. | As soon as the client finalizes the portfolio manager. | When the portfolio manager deems fit. | Somewhere in the future when she starts her NGO. | Till her Bachelors is complete or till when she starts her NGO. |

|  | **Client/Prospect** | **Investment fund** | **Securities** | **Investment horizon** | **Financial goals** |
| --- | --- | --- | --- | --- | --- |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Which?** | The client is supported by her family. | The client only. | Will be determined by the portfolio manager. | Alexendra and probably her batchmates with whom she will start her NGO. | Alexendra only. |
| **Where?** | America most of the times. | An American Bank. | Up to the Portfolio manager as long as there is low risk. | Could be America or some African country as well. | Either America or some African country. |
| **How?** | Invest in stable securities. | Will be used to fund NGO that the client will start later on. | To be determined by the portfolio manager. | She wants to start an NGO once her Bachelor’s is over. | Client Intends to form an NGO to support the sub-Saharan African region. |