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? | ---------? | ---------? | ---------? | ---------? |
| **What?** | ---------? | What are the total funds that the client is willing to invest? | ---------? | ---------? | ---------? |
| **When?** | ---------? | ---------? | ---------? | When does the client intend to withdraw the returns? | ---------? |
| **Which?** | ---------? | ---------? | Which of the securities will provide the best returns? | ---------? | ---------? |
| **Where?** | ---------? | ---------? | Where does the client wish to invest the available funds? | ---------? | ---------? |
| **How?** | ---------? | ---------? | ---------? | ---------? | 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?** | Who is the investor assigned to you?  Ms. Alexandra Kolishnyick (aka Alexa), daughter of Ukrainian business tycoon. | Who has the authority to make choices about investments in the investment fund?  The client Ms. Alexandra Kolishnyick has the authority. | Who decides on the securities to be invested?  Client Alexa makes decisions based on recommendations provided by portfolio managers. | Who decides on the investment horizon?  Client Ms. Alexandra Kolishnyick is the final decision maker. | Who decides on the financial goals?  Client Alexa makes decisions based on recommendations provided by portfolio managers. |
| **What?** | What level of risk tolerance does the client have?  Because she takes a cautious approach, the client might not make decisions until she is aware of the risks. | What are the total funds that the client is willing to invest?  The amount is still unknown. The client will first comprehend the associated risk. | What securities are the investor interested in purchasing?  Wants to put money into stable and promising stocks. | What is the investment horizon?  When she finishes her bachelor's degree, so her investment horizon is approximately 3 to 5 years. | What is the client’s financial goal?  After graduating, Alexa hopes to invest the substantial savings her parents sent so she can use the money to launch an NGO. |
| **When?** | When is the client planning to make an investment?  She is prepared to invest as soon as she comprehends the risk and reward. | When can the funds be available for investment?  Not disclosed, however easily set up right away. | When is the best time for the client to buy securities?  The best time for a client to buy securities is when prices are undervalued, market sentiment is low, and the fundamentals are strong, ensuring potential long-term growth and minimal downside risk. | When does the client intend to withdraw the returns?  Depending on the returns, the client may withdraw all or a portion of the money in the subsequent 3 to 5 years after earning her bachelor's degree in order to launch an NGO. | When is the client hoping to achieve their financial objectives?  After earning her bachelor's degree, she plans to launch an NGO within the next three to five years. |
| **Which?** | Which risk profile best describes the client?  A conservative client who plans to invest in reliable assets and anticipates respectable returns. | Which area of the investment fund best fits the investor's characteristics?  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 with strong fundamentals, consistent earnings growth, low debt, and operating in expanding industries, especially when bought at undervalued prices during market corrections. | Which investment horizon best suits the client?  Since money is required to operate the NGO once she earns her bachelor's degree, medium-term investments (3 to 5 years) are ideal. | Which financial goal primarily needs to be accomplished?  Operating the NGO requires funding, which is the main objective to be achieved. |
| **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 client’s investment fund coming from?  Her parents have been sending money from Ukraine to cover her daily expenses. | Where does the client wish to invest the available funds?  Only that portion of the overall investment fund where the investor can generate modest, consistent returns and seek exposure to low-risk securities. | 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 the sale of lucrative securities or the receipt of bonuses or stock dividends. |
| **How?** | How much money is the client going to invest?  Client is unwilling to disclose her capital. It is necessary to understand if it is going to be a systematic investment or a lumpsum payment. | How can we expect to receive the fund payment?  Funds will be from savings account that her parents have been sending for her daily expense. | How many securities will be bought by the client?  This will depend on the total amount of capital to be deployed as well as the investment method, such as lump sum or SIP. | How do you know the investment horizon?  The investment horizon is determined by the investor’s financial goals, risk tolerance, and liquidity needs, in this case, it can be considered as medium-term investment. | How does the individual intend to use the returns from the investment?  She plans to use these returns to finance the non-profit organization she plans to start after earning her bachelor's degree. |