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Code: 19MBA3015

SET-I

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)**

**III Semester MBA Regular & Supplementary Examinations, March-2022
BUSINESS PLAN PREPARATION FOR SMALL BUSINESS**

Time: 3 Hrs

Max. Marks: 60

**Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory**

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| 1. | a) Illustrate the Entrepreneurial traits in detail with examples | 6M |
| | b) Explain the Entrepreneurial Motivation and Competencies | 6M |
| 2. | a) Elaborate the advantages & disadvantages of Family businesses | 6M |
| | b) Discuss about the Global business opportunities for entrepreneur | 6M |
| 3. | a) Detail the role of small help groups in economic development | 6M |
| | b) Explain the exposures and observations MSME in Indian context. | 6M |
| 4. | a) Detail the steps involved in business plan preparation | 6M |
| | b) Elaborate the Common errors in Business plan preparation. | 6M |
| 5. | a) Explain the steps involved in Market analysis in project development | 6M |
| | b) List out the concepts involved in financial analysis of project development | 6M |
| 6. | List out the Market Risk factors involved in Small Business with few examples. | 12M |
| 7. | Explain the factors involved in the selection of location of Small Business | 12M |
| 8. | CASE STUDY: | 12M |

KCC and Social Entrepreneurship

Alicia Polak founded Khayelitsha Cookie Co. with an intention to help local women to change their lives. The tagline of KCC - "Creating opportunity one bite at a time" clearly represents the way Alicia selected to improve the standard of living of few people living in Khayelitsha that is one of the most unprivileged areas of South Africa. Khayelitsha is one of the largest and dangerous townships near Cape Town where most of the people live in extreme poverty and unemployment. KCC employed most

of the women they had never been employed earlier and were living on grants of government. Skill training is one of the major activities at KCC. Employees were trained on various aspects of business viz. business communication, customer relationship management, inventory management, computer skills etc. along with baking, packing and labeling. Full time employment raised the self esteem of the employees and made them feel proud; at the same time monetary benefits earned by them helped them to improve the way they used to live earlier.

Polak started the KCC investing her own money (\$10,000) with an expectation that if this model works she will be able to help few people to change their lives. Initially, Nokwanda was the only employee working for KCC, but within two year of its inception KCC employed more than 10 employees to bake varieties of cookies (Choc Chunk, Ginger Snap, Safari, Brownies and Shortbread biscuits) and sell into coffee shops, restaurants and hotels. Within two year of its inception, KCC started selling an average of around 13,000 cookies in a month.

The Bakery manager of KCC, Zanele Bam who is in early thirties is a living testimonial depicting the success of this venture. She said “I have learned business skills, I have learned how to handle business tasks, how to work with clients and also communication skills. If you can’t manage yourself, you can’t manage others”.

In order to help the society, KCC donates a portion of its profit to the Philani Clinic in Khayelitsha. This cookie business owned a remarkable success as it got accepted by customers and retailers. In the year 2006, Oprah Winfrey recently featured KCC and its products on her TV Show, a highest rated talk show which is being watched by more than 22 million people. Alicia Polak is highly positive that she will be able to empower more and more women and to attract more international customers by replicating this KCC model in different countries irrespective of their languages and cultures.

Questions

1. Sketch a SWOT analysis of the case.
2. What was the idea behind KCC?
3. Is it practical to replicate KCC model in different countries? If yes, explain how.