**Entrepreneurial Management**

(HADM 4130/6130)

**Business Plan for Room for Dessert Case Guideline Questions**

* + 1. How do you rate the business plan for RFD? How do you rate the business idea itself? (Use a 1 to 5 scale, 1 being weak and 5 being very strong). Explain the reasoning for your scores.
    2. Who is the audience for the business plan, what do they need to know and how well does the plan meet those needs?
    3. Evaluate the key strengths and weaknesses of the business idea being proposed. Who are the key customers and why might they value the RFD offering relative to the alternatives? What are the key drivers of the economics of the business?
    4. Would you invest in this business? If yes, why? If not, what if any changes to the business idea or plan would make you interested in investing?

NOTE: To the extent possible, I recommend using the POCD framework to guide your analysis.