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 business tycoon | Who can take decisions regarding investments in the investment fund?  Client Alexa is the decision maker | Who decides on the securities to be invested?  Client Alexa is the decision maker based on the recommendations shared by Portfolio Managers | Who decides on the investment horizon?  Client Alexa is the decision maker | Who decides on the financial goals?  Client Alexa is the decision maker based on the recommendations shared by Portfolio Managers |
| **What?** | What is the desired risk profile of the client?  Client has a conservative approach, so may not be taking decisions unless she understands the risks involved | What are the total funds that the client is willing to invest?  Amount has not yet been disclosed. Client will first be understanding the risk involved | What securities would the investor like to invest?  Wants to invest in stocks that shows promise, but are also stable | What is the investment horizon?  The investment horizon is around 10 yrs | What is the financial goal?  Alexa wants to invest the huge amount of saved money during her college days to use the matured amount for running an NGO |
| **When?** | When does Alexa intend to invest?  Once she understands the risk and reward, she is willing to invest at the earliest | When can the funds be available for investment?  Not disclosed, but can be arranged immediately | When should the client purchase the Securities?  Best time to purchase Securities would be during the bull phase of the market cycle as the bear phase of the market cycle is recommended only for short selling | When does the client intend to withdraw the returns?  The client may partially or completely withdraw the funds, depending on the returns in the next 5 - 10 yrs when she completes her Bachelors’ degree to start an NGO | When does the client want the financial goals to be accomplished?  In the next 5 - 10 yrs when she is ready to start an NGO . |
| **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?  Long term investment(5 – 10 yrs) is best suited as funds are needed to run the NGO . | 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 client’s investment fund coming from?  From Ukraine, her parents have been sending money for her daily expense | Where does the client wish to invest the available funds?  Securities that show decent returns, stability and have low risk exposure | Where should the investment horizon of 5 - 10 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 will the client deploy? Also, will it be done using SIP?  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 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 be bought by the client?  This will depend on the mode of investment, that is lumpsum or SIP and the overall capital to be deployed | How do you know the investment horizon?  It usually takes 5 – 10 years to complete the education after schooling, post which Alexa plans to set up her NGO. Hence, this can be considered as long term investment | How does the individual intend to use the returns from the investment?  These returns will be used to fund the NGO that she intends to open after her bachelor’s degree |

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**