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 is going to utilize the investment funds? | Who are the stakeholders of the securities? | Who will decide the total duration of investment? | Who will use the target returns from the investment? |
| **What?** | What is the investors persona? | What are the total funds that the client is willing to invest? | What are the different types of securities? | What is the total duration of investment client is looking for? | What are the investors financial goals? |
| **When?** | When does the client intends to form NGO? | When will the funds be provided for investment? | When is a security included in a portfolio? | When does the client intend to withdraw the returns? | When will the client achieves the target returns? |
| **Which?** | Which type of stocks the investor wants to invest in? | Which payment mode be used by the investor for providing the funds? | Which industries do the securities belong? | Which time is ideal for the investor to withdraw returns? | Which particular goal is the investor trying to achieve from the investment returns? |
| **Where?** | Where does the investor live? | Where does the client get funds for investment? | Where are the securities created? | Where should the funds be invested to get decent returns? | Where does the client want to use the returns from the investment made? |
| **How?** | How is the investor supported financially? | How will the funds be provided for investment? | How are the securities selected in a portfolio? | How long will the investor hold the stocks? | 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**

* Who is the investor assigned to you?

The investor is Ms Alexandra Kolishnyick (aka Alexa), daughter of famous Ukrainian business tycoon.

* Where does Ms Alexa lives?

She has been mostly in US for her schooling.

* What is the investor’s persona?

Ms Alexa is reserved and has a conservative personality who believes in a humble and simple living. She is not eager to disclose any information investment amount and wants a comprehensive report on all the metrics used to devise investment strategy.

* Which type of stocks the investor wants to invest in?

She wants to invest in stocks which shows promise but are also stable in nature.

* How is the investor supported financially?

She has huge savings from the money sent by her parents for daily expense and wants to invest the saved money and use the matured amount to form an NGO to support sub-Saharan African region.

* When does she intends to form NGO?

She wishes to form NGO with her batchmates post completion of her graduation.

**Investment Fund**

* Who is going to utilize the investment funds?

Portfolio Managers (us) will create/suggest a portfolio and share the relevant details with the investor as per their requirements to invest the amount.

* Where does the client get funds for investment?

As already mentioned, she has huge savings from the money sent by her parents for daily expense till date.

* What are the total funds that the client is willing to invest?

Since she is reserved and conservative, she is not willing to disclose any information regarding the investment amount.

* When will the funds be provided for investment?

Once she reviews the report provide by the consultants/Portfolio Manager and is satisfied with the desired results, she will share the details.

* How will the funds be provided for investment?

The details are not disclosed yet.

* Which payment mode be used by the investor for providing the funds?

Again, the details are not shared by her.

**Securities**

* What are the different types of securities involved?

The securities belong to different financial instruments such as Equity, Fixed Income/Bonds, Mutual Funds, Exchange Traded Funds etc.

* Which industries do the securities belong?

They belong to different industries but in the current scenario/case, we have stocks from four different industries – Aviation, Finance, Healthcare and Technology.

* Where are the securities created?

The primary market is where securities are created, while the secondary market is where those securities are traded by investors. In the primary market, companies sell new stocks and bonds to the public for the first time, such as with an IPO.

* Who are the stakeholders of the securities?

Any person who buys a stock becomes a shareholder of the company. However, different types of shares come with different benefits and privileges.

* How are the securities selected in a portfolio?

Based on results obtained from the calculation of different metrics like Daily/Cumulative Returns of stock, Risk/Volatility associated with the stock, Sharpe Ratio etc.

* When is a security included in a portfolio?

This has been clarified in the above question.

**Investment Horizon**

* Where should the funds be invested to get decent returns?

This will be based on the calculation of above-mentioned metrics and client’s requirement.

* What is the total duration of investment client is looking for?

The client will decide based on the report received (from PM/consultants) and with the expected returns from the portfolio. The duration might extend if the portfolio performs well.

* Who will decide the total duration of investment?

The client herself.

* When does the client intend to withdraw the returns?

She might withdraw the money when she meets the expected returns to open NGO and might continue to invest the excess amount after meeting her financial goals if the portfolio returns are good enough.

* How long will the investor hold the stocks?

This has been clarified. Additionally, it will also depend on the returns received from the portfolio.

* Which time is ideal for the investor to withdraw returns?

There is no ideal time but when the investor reaches particular target in mind, she might withdraw the amount to achieve her goals.

**Financial Goals**

* What are the investors financial goals?

As already communicated, the investor wants to invest the saved money during her college to use the matured amount for NGO to support sub-Saharan African region.

* When will the client achieves the target returns?

It will depend on the portfolio with respect to market index and the duration for which the amount is invested.

* Who will use the target returns from the investment?

The client will use the amount to form an NGO.

* Where does the client want to use the returns from the investment made?

This has already been clarified.

* How does the individual intend to use the returns from the investment?

Already communicated – to form NGO with her batchmates.

* Which particular goal is the investor trying to achieve from the investment returns?

This has also been clarified.