

## Tutorial 4 Business Plan and Marketing Plan (B)

1. Using an IT product (e.g. Hand phone, Personal Computer, Camera etc.) as an example, briefly discuss THREE (3) marketing advantages of a strong brand.
2. Is a sole proprietorship an appropriate form of ownership for an aggressive software entrepreneurial firm? Explain and defend your answer.
3. Describe the purpose of a competitor analysis. Make your answer as complete as possible.
4. Define technology licensing. Using the example of Intel® Corporation, briefly explain how does Microsoft make full use of licensing agreement in increasing firm's sales.
5. Describe the differences between direct competitors, indirect competitors, and future competitors.
6. What is the purpose of brand management?
7. How can entrepreneurial firms benefit by developing and using a business model? (Jan 2008)
8. How does an understanding of the value chain help explain how business models emerge?
9. Briefly describe the difference between equity funding and debt financing. Describe the most common sources of equity funding.
10. Describe what is meant by "venture capital." Where do venture capital firms get their money? What types of firms do venture capitalists commonly want to fund? Why?