

Name \_\_\_\_\_

## Crafting Your Business Plan: A Roadmap to Success

### Multiple Choice Questions

1. What is the purpose of a business plan?
  - a) To outline your artistic talents
  - b) To create a budget for personal expenses
  - c) To serve as a roadmap for your business goals and strategies
  - d) To showcase your favorite artworks
  
2. In the business planning process, what comes after defining your vision and mission?
  - a) Market research
  - b) Setting clear goals
  - c) Developing financial projections
  - d) Writing the executive summary
  
3. Why is market research an essential step in creating a business plan?
  - a) It adds unnecessary complexity to the plan
  - b) It helps you understand your target market and competition
  - c) It's a requirement but doesn't impact the business's success
  - d) It's only important for established businesses
  
4. What should be included in the executive summary of a business plan?
  - a) Detailed financial projections
  - b) A brief summary of the entire plan
  - c) Personal anecdotes and stories
  - d) A list of potential investors
  
5. Why is it important to seek feedback on your business plan?
  - a) To prove your plan is perfect and doesn't need changes
  - b) To impress potential investors
  - c) To identify areas for improvement and refinement
  - d) To avoid sharing your ideas with others

