

DIPLOMA IN OFFICE MANAGEMENT AND
TECHNOLOGY

FUNDAMENTALS OF ENTREPRENEURSHIP

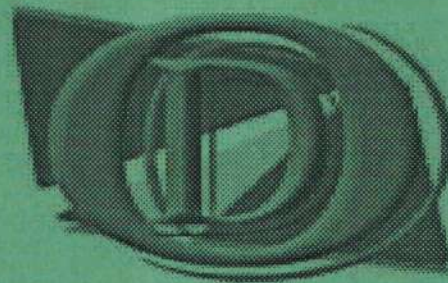
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PURPOSE OF BUSINESS PLAN

1. To allow the entrepreneur to view and evaluate the proposal business venture in an objective, critical and practical manner.
2. To analyze and evaluate the viability of a proposed venture
3. To convince relevant parties of the investment potential of the project
4. As a guideline for managing the business
5. To allocate business resources effectively