

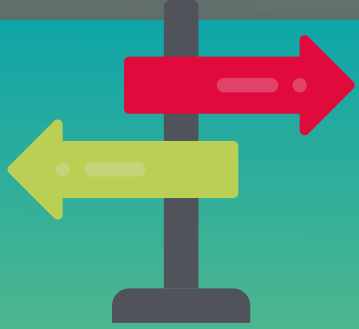





# Match the ethics-related concepts with their descriptions.

A	Ethics 	Strategies to promote ethical conduct within a company.	1
B	Unethical behavior 	Consequences of unethical actions in business, such as harm to one's reputation and legal issues.	2
C	Moral implications 	The impact of business decisions not only on finances but also on morals.	3
D	Ethical training programs 	Growing worries about the environment that drives demand for eco-friendly products.	4
E	Environmental concerns 	Gathering data and insights about the market to make informed decisions.	5
F	Market research 	The compass that guides an entrepreneur's journey, shaping decisions and the essence of their venture.	6

# Match each component of a business plan with its corresponding description based on the given real-life example of GreenEats.

Use the components (1-8) and descriptions (A-H) provided below to complete the exercise.

## Components

1

Executive Summary



2

Entrepreneur's Background



3

Product or Service Overview



4

Market Needs Assessment



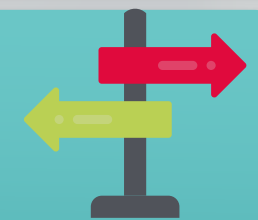
5

Competitive Advantage



6

Ethics and Social Responsibility



7

Operations and Management



8

Financials



## Description

The founder, Sara, has a background in nutrition and a passion for promoting healthy eating habits.

The financial section presents the startup's revenue projections, funding needs, and profit expectations.

The company outlines its operational plan, from sourcing ingredients to managing its team efficiently.

GreenEats aims to revolutionize the Middle Eastern fast-food industry by offering a range of healthy and sustainable fast-food options.

The business promotes ethical sourcing, waste reduction, and community engagement.

GreenEats' unique selling point is its commitment to sustainability, which includes using eco-friendly packaging and supporting local farmers.

Market research shows a growing demand for healthier fast-food alternatives in the Middle East.

GreenEats offers a menu of plant-based and locally sourced fast-food items, catering to health-conscious consumers.

A

B

C

D

E

F

G

H

**Choose the correct term that matches its definition:**

Cash flow statement

A statement that analyzes cash inflows and outflows

Pro forma income statement

Forecasts future revenues and expenses for informed financial decisions

Pro forma balance sheet

Provides a snapshot of future financial standing

Collateral

Valuable assets used for loan security

Venture capitalists

Professionals funding early-stage startups for equity

Grants

Non-repayable awards, valuable for innovative startups

1

Your sneaker shop receives a massive shipment of highly anticipated limited-edition sneakers.

2

A sudden trend boosts the popularity of a specific sneaker model in your shop.

3

The sneaker market experiences a significant oversupply of various brands and models.

4

You decide to offer a limited-time discount on a selection of sneakers to attract more customers.

5

A rare collaboration with a famous artist results in a unique sneaker collection exclusive to your shop.

Demand



Supply



**You own a clothing store and purchase high-quality fabric to make your designer clothing line. You calculate the expenses incurred in purchasing the fabric, hiring skilled tailors, and renting a workspace.**





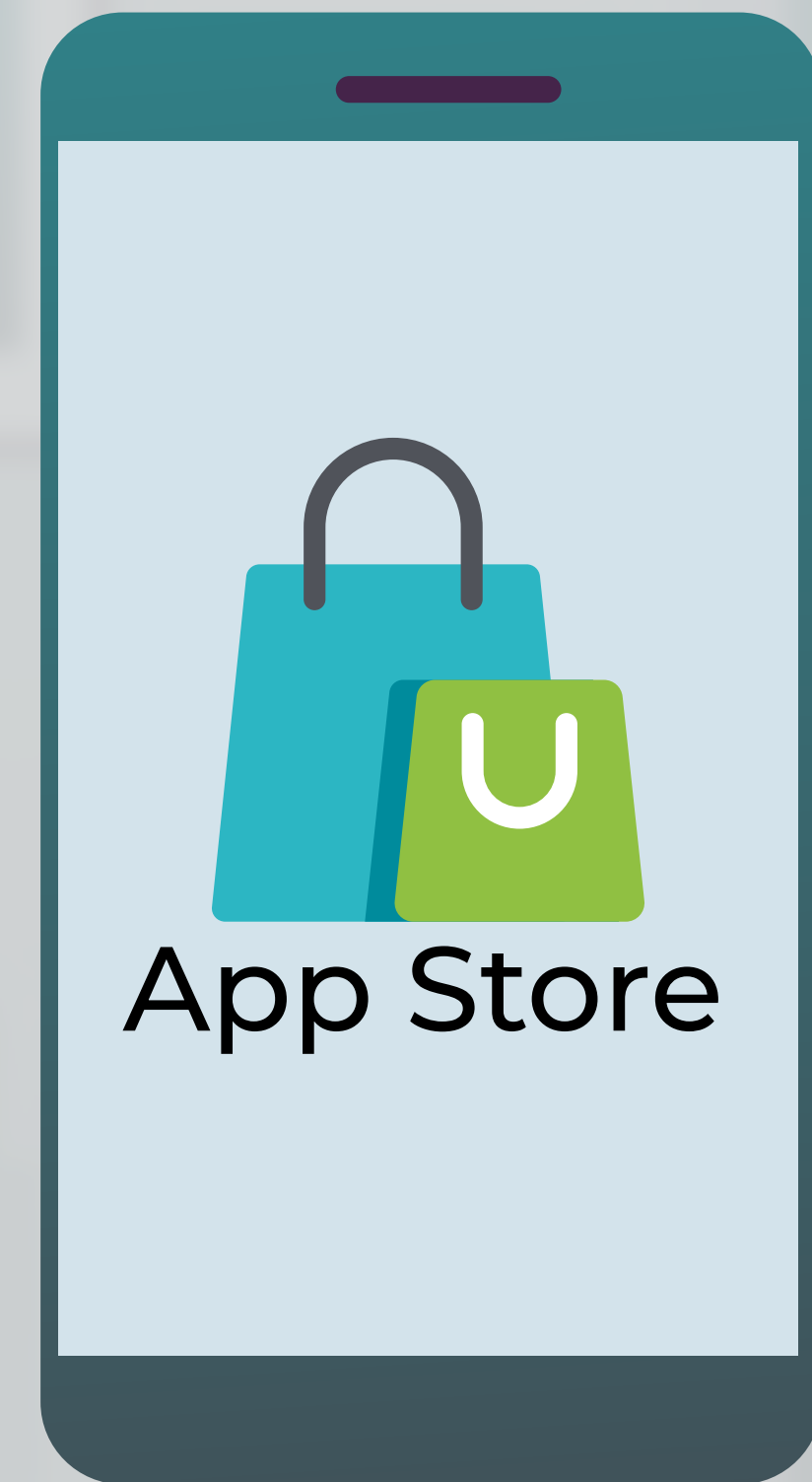
Your ice cream parlor introduces a new premium flavor made with exotic ingredients. You decide to charge a higher amount for this flavor compared to your regular offerings.



**You are shopping for a new smartphone and come across two models with similar features. One is significantly cheaper than the other, but the more expensive one comes with a 2-year warranty.**



**You own a small tech startup, and your team spends several months developing a new mobile app. To cover development costs and generate revenue, you decide to offer it for sale on app stores.**

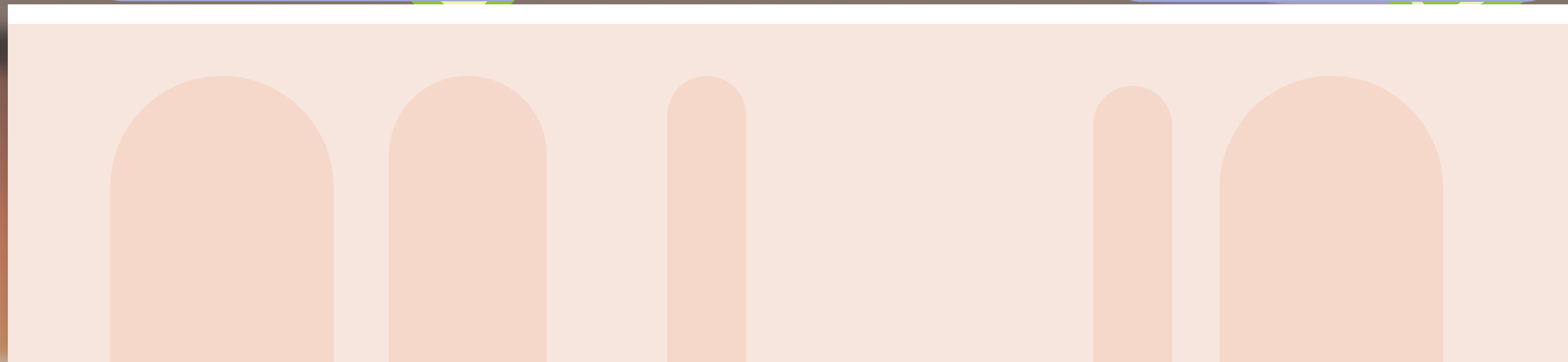
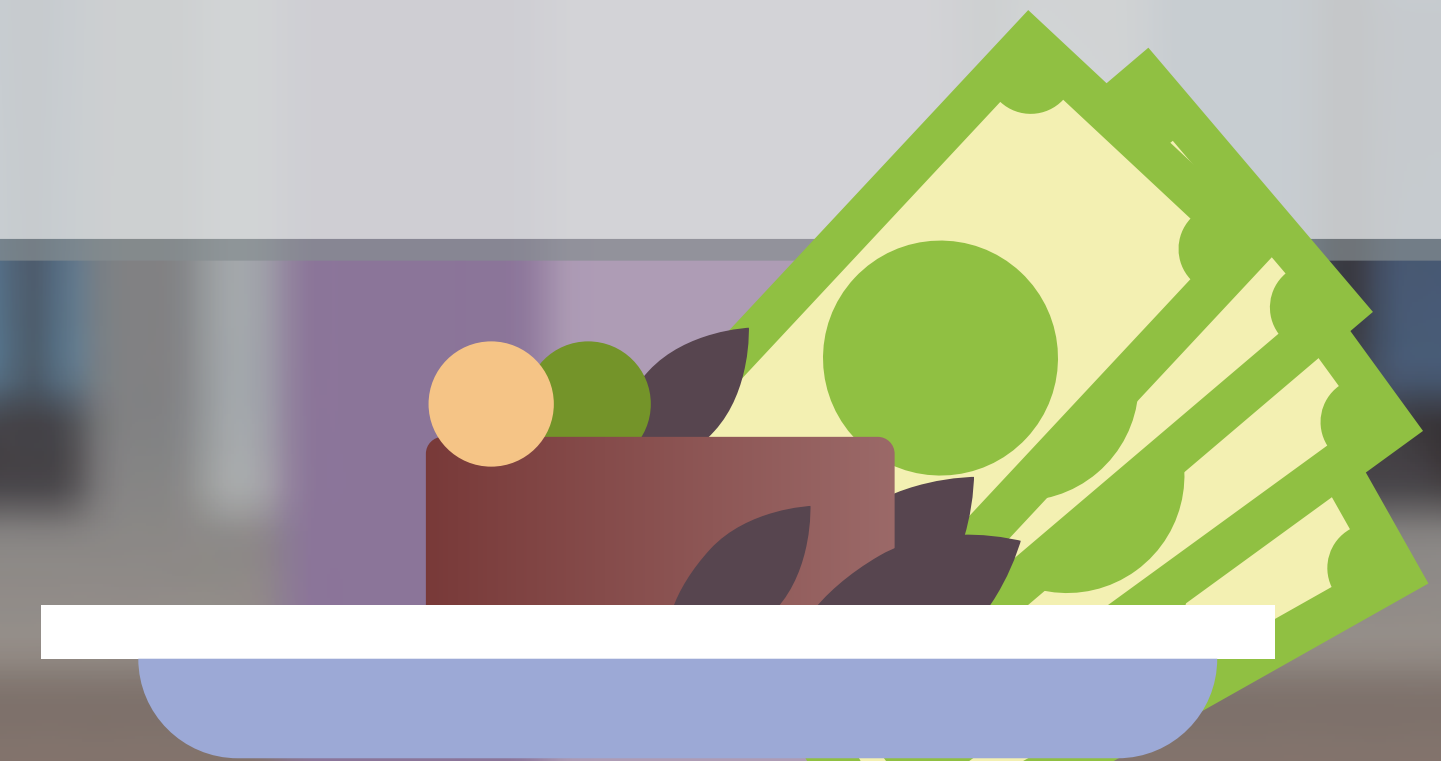


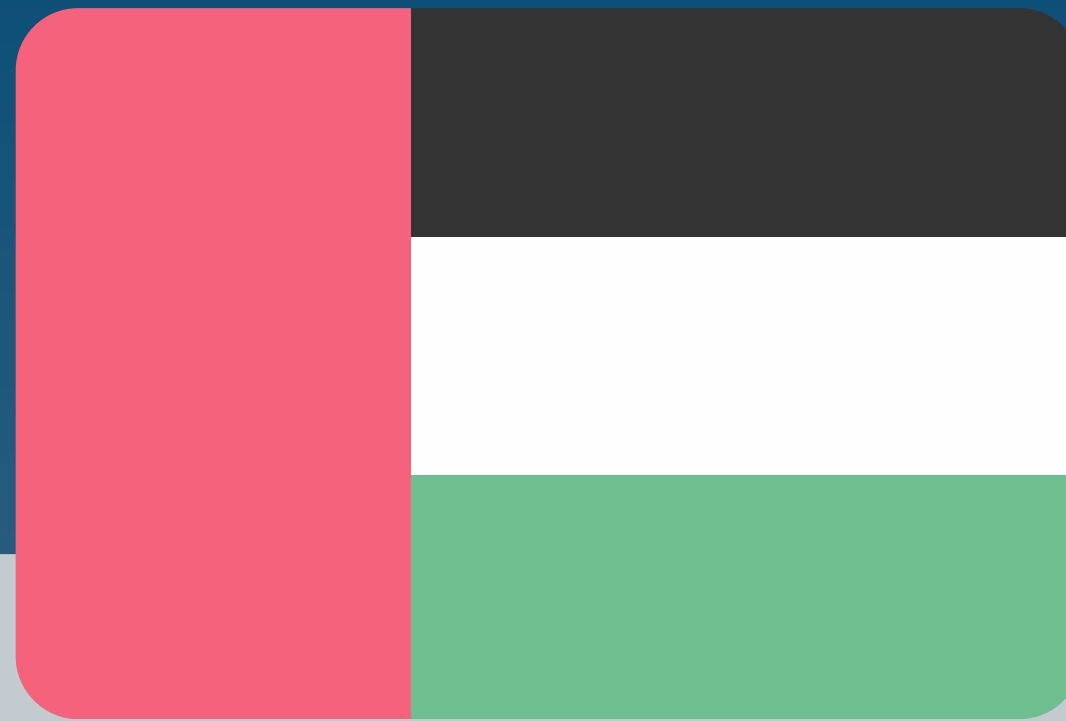


You are considering buying a car, and you have two options in mind. One is an older model that is much cheaper, while the other is a brand-new model with advanced safety features and a higher price tag.



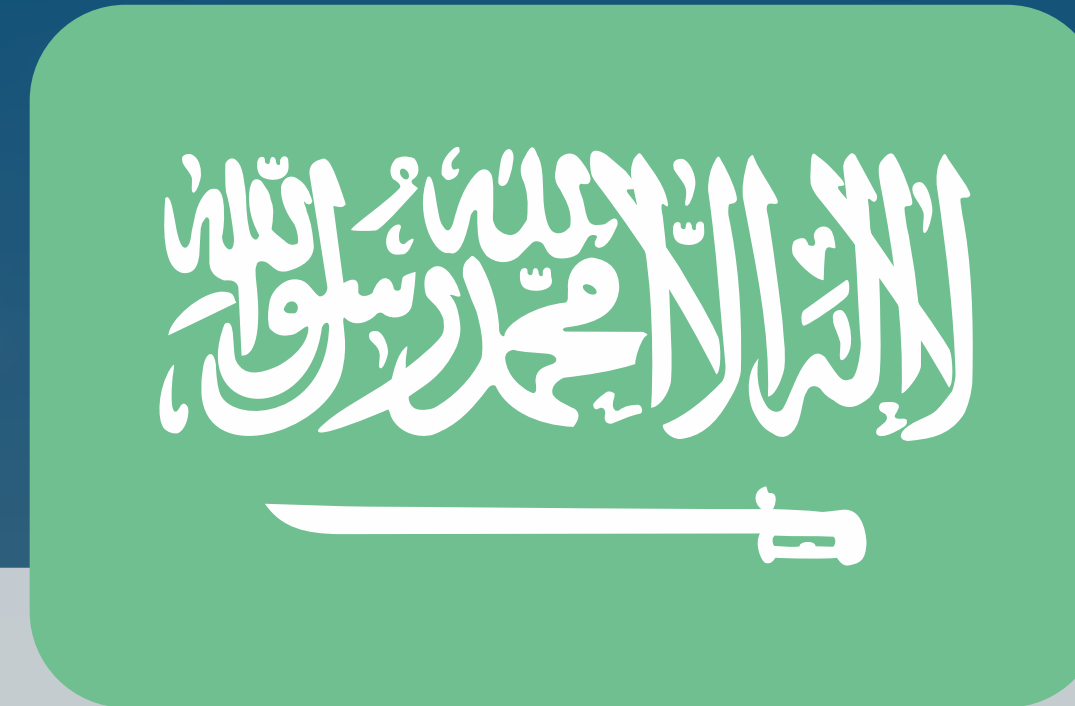
**You are dining at a restaurant known for its exceptional service and ambiance. You order a dish that is more expensive than similar items on the menu because you believe the dining experience justifies the higher price.**





**Dubai is known for its abundant agricultural products, including dates, vegetables, and flowers. These goods find their way to various international markets, significantly contributing to Dubai's economic growth.**



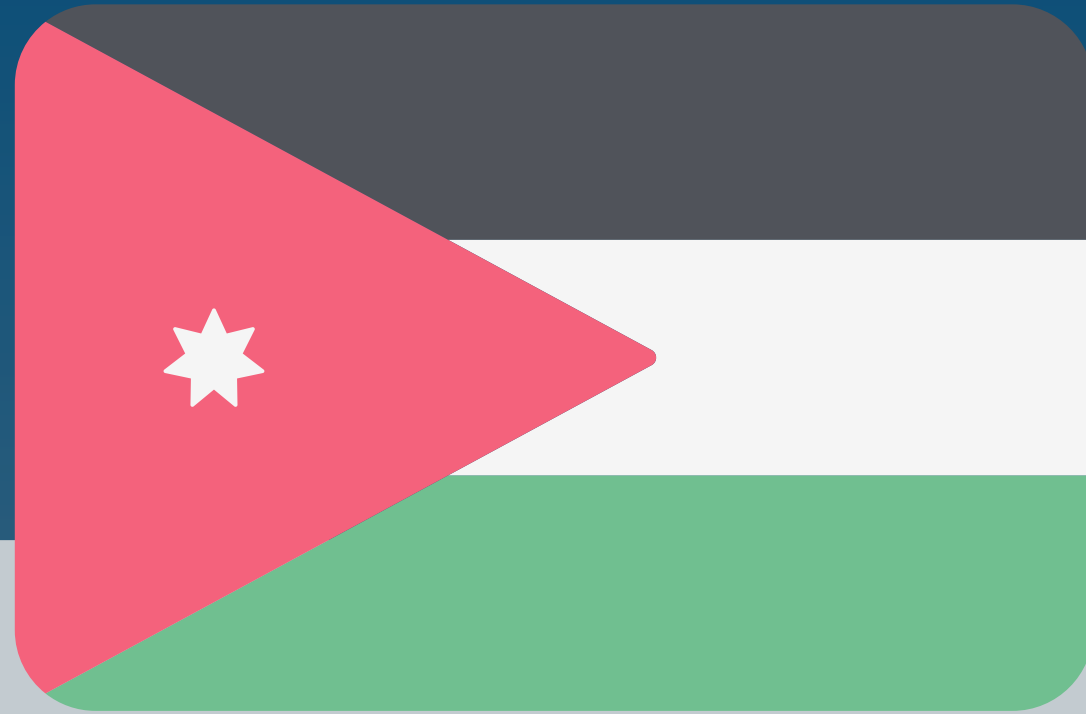


**A Saudi Arabia-based automotive company sources specialized machinery and components from Germany to manufacture automobiles within Saudi Arabia. These cars are distributed both within the country and to global markets.**

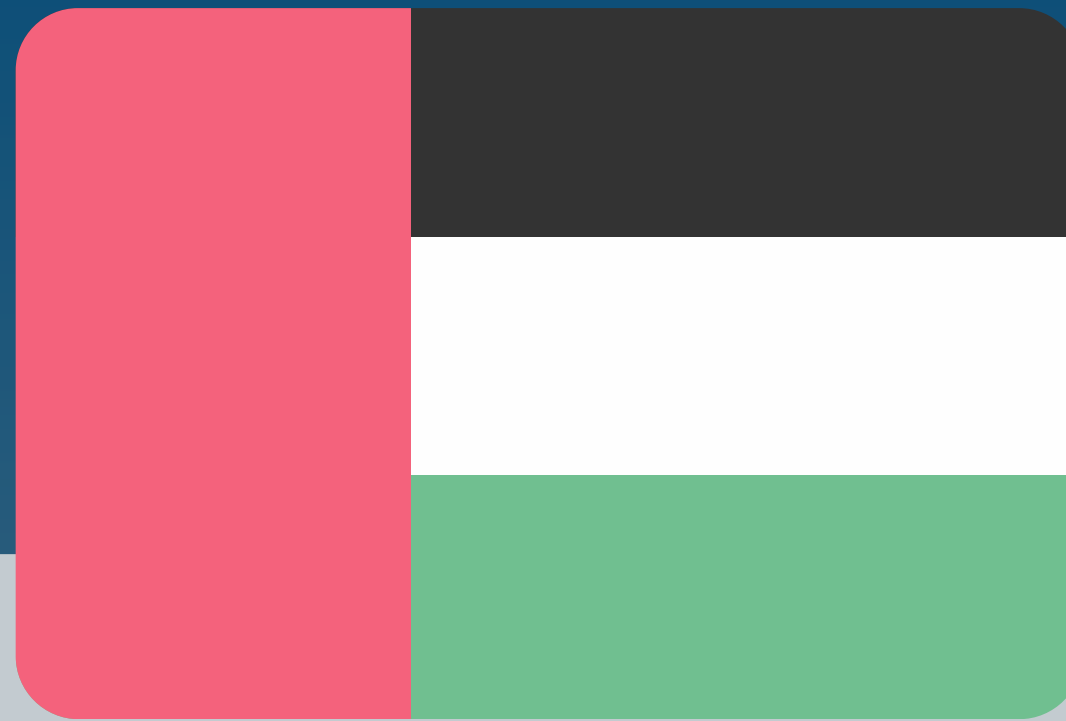


The government of Egypt actively engages in trade agreements with neighboring countries in the Middle East and North Africa (MENA) region, promoting the smooth flow of goods and enhancing economic cooperation.



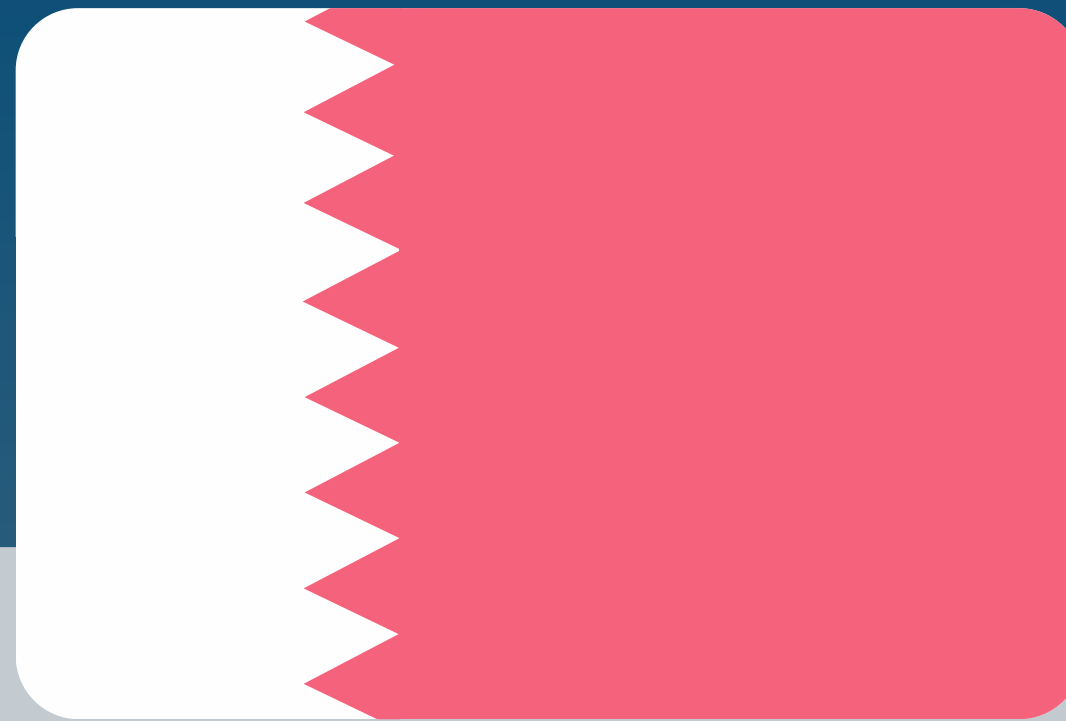


**Jordan's skilled jewelry designers craft unique and handcrafted pieces using locally sourced gemstones. These jewelry items are highly sought after in international markets, contributing to Jordan's foreign exchange earnings.**



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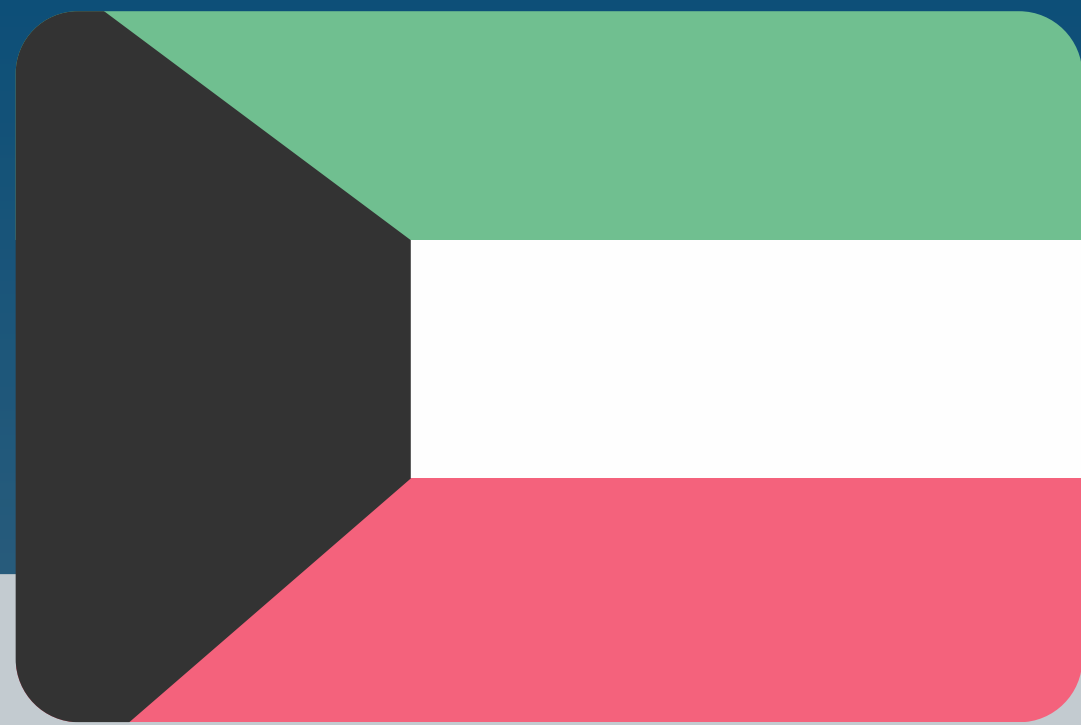




**Qatar invests in the expansion of its major ports, such as the Port of Hamad, to accommodate larger cargo ships and streamline the export of commodities like oil, petrochemicals, and textiles.**







**Kuwait's cosmopolitan population exhibits a strong preference for internationally renowned luxury fashion brands. Consequently, numerous international luxury fashion houses have established stores in major Kuwaiti cities to cater to this demand.**

Founders identified a problem with inaccurate addresses and committed to addressing it using mobile phone technology.

Required substantial capital to scale, develop technology, and expand regionally.

Secured funding successfully, including investments from NEA and Beco Capital.

Offering uncommon same-day and next-day delivery services, gaining a competitive edge.

Experienced a surge in customers and sales, demanding efficient resource management.

Expanded headquarters, established new plants, and went public (IPO) for financial backing.

Adjusted existing policies and procedures for sustained success.

Focused on providing exceptional last-mile delivery solutions.



**Startup Stage**



**Growth Stage**