



**Question 1 - 2023 Q13**

**Marks: 6**

Indicate which of the following statements are true or false by placing a tick (✓) in the correct box.

|                                                                        | True | False |
|------------------------------------------------------------------------|------|-------|
| A Business Plan should include the aims and objectives of the company. |      |       |
| The government requires all companies to produce a Business Plan.      |      |       |
| A Business Plan should include details of the company's competitors.   |      |       |

**Question 2 - 2019 Q11**

**Marks: 6**

State **two** reasons why a business should prepare a business plan.

|    |
|----|
| 1. |
|    |
|    |
| 2. |
|    |
|    |

**Question 3 - 2022 Q2**

**Marks: 6**

Fill in the missing words below.

|                 |            |
|-----------------|------------|
| 1. _____        | 2. _____   |
| <div>SWOT</div> |            |
| 3. _____        | 4. Threats |





**Question 4 - 2025 Q17 (b)(iii)**

**Marks: 6**

**(iii)** When setting up his business, Ted was advised to prepare a Business Plan by his Local Enterprise Office in Westmeath.

Explain **two** reasons why a business should prepare a Business Plan.

|    |
|----|
| 1. |
|    |
|    |
| 2. |
|    |
|    |





### Solution Question 1 - 2023 Q13

Indicate which of the following statements are true or false by placing a tick (✓) in the correct box.

|                                                                        | True | False |
|------------------------------------------------------------------------|------|-------|
| A Business Plan should include the aims and objectives of the company. | ✓    |       |
| The government requires all companies to produce a Business Plan.      |      | ✓     |
| A Business Plan should include details of the company's competitors.   | ✓    |       |

### Solution Question 2 - 2019 Q11

1. When applying for a loan/grant.
2. Identify the goals and strengths of the business.
3. To provide data about the business to other interested parties.
4. To measure how well the business is achieving its objectives.

### Solution Question 3 - 2022 Q2

Fill in the missing words below.

|                         |                      |
|-------------------------|----------------------|
| <b>1. Strengths</b>     | <b>2. Weaknesses</b> |
| <b>SWOT</b>             |                      |
| <b>3. Opportunities</b> | <b>4. Threats</b>    |

### Solution Question 4 - 2025 Q17 (b)(iii)

(iii) When setting up his business, Ted was advised to prepare a Business Plan by his Local Enterprise Office in Westmeath.

Explain **two** reasons why a business should prepare a Business Plan. **6m**

|                                                                              |
|------------------------------------------------------------------------------|
| To support a loan application to attract investment for the future.          |
| To set clear goals which is used to motivate staff.                          |
| A benchmark to measure success to identify the areas which need improvement. |

