Happy Hour Cabby

Ecommerce Business Plan

Business Knowledge Test

I. Answer the questions with the most detail possible, look up the answers if you would like. Remember the only way to get something wrong is to not answer the question (answers have to pertain to questions). This will be a part of you semester grade so do your best.

1. What do MADD and SADD stand for?
2. Why do we want to partner with both of these organizations?
3. What other types of businesses would benefit with a partnership with Happy Hour Cabby? Name at least four types of businesses.
4. How would those business benefit with a partnership with us?
5. How do we benefit with a partnership with another business?
6. What are the main objectives of Happy Hour Cabby? Name at least three.
7. What type of business ownership are we? Why did we choose this ownership?
8. What risks are there for our business?
9. Come up with a list of start-up costs (think of all the things we would need as a newly starting transportation business).
10. What doe foresee as our monthly expenses?
11. What are our hours of operation?( Use this site for help: webdesignis.us/cab)?
12. What are our prices to the consumer? What do other taxi cab services charge for their fare?
13. Do other taxi services consider us competition? Do we consider them competition?
14. What would be four competitive advantages we have over other transportation services?
15. What do consider our companies strength, weaknesses, opportunities, and threats?
16. Who is our target market? What do they look like? Use the following descriptors to help with your answer: Demographics, Geographic, Psychographic, Buying Patterns
17. What would a typical night of business look like for our business? How much money could we make, not just a dollar amount explain both pedicab and regular cab.
18. How could we advertise to the public to introduce our business? Be creative!
19. If a judge came up to you right now and asked you to explain your project what would you say?
20. What is your favorite part of this project?
21. What would you change about this project?
22. Do you think you have put your best foot forward in doing this project? Have you put in an effort that you are proud of?