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MODULE 1: Digital Segmentation

Submodule 3: Creating a digital business plan

Lesson 1: Key components of a digital business plan

Level: Foundation

- Assignment

Quiz: Key Components of a Digital Business Plan

Answer the following questions about the key components of a digital business plan. Choose the best answer for multiple-choice questions and provide a brief answer for short-answer questions.

1. What is the main purpose of the "Business Overview" section in a digital business plan?

- a) To describe the company's mission and vision
- b) To outline the marketing strategies
- c) To detail the daily operations
- d) To analyze financial projections

2. Which component of a digital business plan focuses on understanding who your customers are and who your competitors are?

- a) Marketing Strategy

- b) Operations Plan
- c) Market Analysis
- d) Financial Plan

3. True or False: The "Marketing Strategy" section of a digital business plan includes plans for online advertising, social media, and email campaigns.

- a) True
- b) False

4. What should the "Operations Plan" describe?

- a) How the business will be promoted online
- b) How the business will make a profit
- c) How the business will operate on a daily basis
- d) The target audience for the business

5. What information is typically included in the "Financial Plan" section?

- a) Competitor analysis
- b) Budget and revenue projections
- c) Marketing channels and strategies
- d) Daily operational tasks

6. Which section of a digital business plan outlines the strategies for reaching and engaging customers online?

- a) Business Overview
- b) Market Analysis
- c) Marketing Strategy
- d) Operations Plan

7. Fill in the Blank: The _____ Plan outlines how the business will run on a daily basis, including workflow, staff roles, and processes.

- a) Business
- b) Operations
- c) Financial
- d) Marketing

8. True or False: The "Market Analysis" section should include details about target demographics, market trends, and competitor strategies.

- a) True
- b) False

9. Which component of the digital business plan is focused on how the business will make money and manage expenses?

- a) Business Overview

- b) Market Analysis
- c) Marketing Strategy
- d) Financial Plan

10. Short Answer: Why is it important to include a detailed "Marketing Strategy" in a digital business plan?

Answer:

Answers:

a) To describe the company's mission and vision

c) Market Analysis

a) True

c) How the business will operate on a daily basis

b) Budget and revenue projections

c) Marketing Strategy

b) Operations

a) True

d) Financial Plan

Note to Educators: This simple quiz assesses understanding of the key components of a digital business plan. Adjust the questions based on the depth of content covered in your lesson.