

Ass the paper and answer the question essay samples

[Business](#), [Company](#)



1. What information do they NOT have that they would probably need?

First, the two needed the information about the capital of starting a business. This is because without capital, they cannot be able to realize their investment goal of launching a new toy. Additionally, they needed to establish whether there were people who were willing to invest in their idea so that they can know whether the business proposal is viable or not. Thirdly, although they were starting a company and launching a toy, they did not have a company name as they had not inquired with the registrar of companies, whether the name S& M was viable to be registered as a company. They did not also have an alternative to the name in case that name was rejected; therefore, making it a requirement for them to know and determine the issue of a brand name and the company name.

2. What information do they have that is questionable?

After a survey was conducted, they learnt that there were negative sides of the game that they wanted to manufacture, but they ignored those facts and opted to go on with the project instead of first taking care of the negatives of the project. Secondly, it is clear that the survey indicated about 5% would buy the product and 30 % would probably buy. Therefore, by analyzing the survey, it is clear that something needed to have been corrected on the project to make it sell more.

3. What are the reasons suggesting that they should continue and develop/ launch?

The reasons for suggesting that they should launch and develop the project are the 5 % that will buy the product. Additionally, the cost of producing a game is not that much and the two think that they can manage. Thirdly,

there is the issue of profits that will result from the sale of the toys because the manufacturing cost and import cost is low. Lastly, a company that is willing to manufacture and import cannot be started by most businesses.

4. What are the reasons suggesting that they should stop now?

People say business is about taking risks and in this case, the risk that is associated with this business venture is investing \$100, 000 in a business that they do not know whether it will flourish or not. Secondly, the two had not considered the risk associated with the business. For that reason, they need to get more information on whether the business will work or not.

Additionally, the negative comments they got on the survey should be alarming enough to make them rethink starting up the business again.

Because there was more negative feedback than there was positive, they should stop and rethink the whole business idea again carefully.

5. Therefore, do you think they should?

In my opinion, I think they should get more information concerning the business idea and delay the launch of the toys because although they might want to take the risk of going on with the business, they should understand what they are getting themselves into. Additionally, they want a toy that makes children happy and the parents in the survey stated that the toy would cause the kids to fight. The aim is to ensure that they save the parents' time and make their children happy. Therefore, they should rethink the whole business idea again and determine how to make the negative comments positive for the sake of reaching out to the greater number of parents who do not have time for their children.