

2001 Paper 12 Question 5

Business Studies

You are inspired to make your fortune by starting a distance learning enterprise to teach the world Computer Science, using multimedia lessons distributed over the Web.

Write notes for a business plan for the potential investors, under the following headings:

- (a) The market. [5 marks]
- (b) The team required. [5 marks]
- (c) Outline overall project plan. [5 marks]
- (d) Business model, with a rough estimation of capital expenditure and profitability. [5 marks]