

Daffodil International University
Department of Innovation & Entrepreneurship

Midterm Exam, Fall 2026

Course Code: 0413-112

Course Title: Preparing Business Plan & Venture Start-Up

Semester: Summer 2026

Examination: Midterm

Time: 1.5 Hours

Full Marks: 25

Section: 30-A, 31-A & 31-B

Teachers' Initial: UAP, KS

Question 1 (Mark 10)

[CLO1, Level-4]

EcoWear produces environmentally friendly clothing for young consumers. The company has skilled designers and a strong brand image, but its production cost is high. There is increasing demand for sustainable clothing, but several established competitors are entering the market. Changes in technology, customer preferences, and environmental regulations may also affect the industry. **Analyze** the situation of EcoWear using PESTEL analysis and how these factors may influence the company's future competitive strategy.

Question 2 (Mark 05)

[CLO2, Level-5]

Evaluate a strategic business concept for a low-cost digital learning platform designed to provide affordable and accessible learning support to university students. Your answer should include:

- The target customers and their major needs.
- The proposed business idea and its value proposition.
- One competitive strategy to differentiate the business from competitors.

Question 3 (Mark 10)

[CLO3, Level-6]

FreshBite is a new healthy meal-delivery business targeting university students. It faces strong competition from existing food-delivery companies, while customers have many choices and low switching costs. The business has a growing customer base but limited financial resources. **Create** a competitive analysis of FreshBite using Porter's Five Forces Model. Explain how each of the five competitive forces influences the business's competitive position and the overall attractiveness of the healthy meal-delivery market.