



**Creating the next generation  
of entrepreneurs**

**Fashion Business Planning Theory Test (FBPTT) V20.01**

**Test assigned 22/02/2024.**

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### **Introduction**

This assessment is designed to evaluate your grasp of business planning in the context of fashion, with an emphasis on leadership's role in this process. The test will measure your ability to integrate business planning theory with practical leadership skills that drive success in the fashion industry.

### **Plagiarism**

All submissions must be the original work of the student, with all references properly cited. Plagiarism will not be tolerated and will be dealt with according to the academy's academic policies.

### **Instructions for Submission**

- Answers should be typed and well-formatted, reflecting the professionalism expected in the fashion industry.
- Use diagrams or images where appropriate to enhance your explanations.
- The cover page should include: your name, the title of the course, the date of, and this test's version number (v20.01).
- Include each question prompt before your corresponding answer.
- The submission deadline is 21/03/24.
- Email the completed test to [gmytelptest@gmail.com](mailto:gmytelptest@gmail.com)

## **Instructions for Completion**

- Respond to all questions concisely and with a focus on the fashion industry.
  - Demonstrate your understanding of the theory through its application to business planning and leadership within fashion.
  - Aim for clarity, creativity, and depth of insight in your answers.
  - Minimum passing mark: 55 out of 100.
  - Word limit: 10,000 words.
  - Total marks: 100.
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## **Test Questions**

### **QUESTION 1 (15%)**

- a) In the context of the fashion industry, outline the concept of business planning and its significance in leading a fashion enterprise.
- b) Discuss how strategic leadership influences the three core components of business planning: market positioning, brand development, and operational strategy.

### **QUESTION 2 (5%)**

- a) Elaborate on the central goals of business planning within a fashion enterprise and how effective leadership can steer these objectives.

### **QUESTION 3 (5%)**

- a) Describe how a well-structured business plan underpins the strategic vision of a fashion leader. Include examples of how such a plan is operationalized to achieve business objectives.

### **QUESTION 4 (10%)**

- a) Select an essential planning tool or system used in fashion business planning, such as a Trend Forecasting Software or Fashion Retail Analytics. Discuss how this tool facilitates competitive strategy formulation.

### **QUESTION 5 (10%)**

- a) Identify risks specifically related to business planning in the fashion industry and provide strategies that leaders can employ to mitigate these risks.

b) Reflect on a real-world scenario where strategic leadership in business planning could have averted a business challenge in the fashion industry.

**QUESTION 6 (10%)**

a) Explain the role of knowledge management in business planning for a fashion leader, and how it can be enhanced through technology.

b) Give an example of how leadership behavior can influence knowledge sharing and business planning outcomes in a fashion team.

**QUESTION 7 (15%)**

a) Discuss the ethical dimensions of business planning in fashion, particularly in relation to information management.

b) Suggest personal and organizational strategies to protect proprietary designs and business strategies in the competitive fashion market.

**QUESTION 8 (10%)**

a) Compare and contrast structured and unstructured data in the context of fashion business planning and provide examples relevant to the industry.

b) Describe the integration of Business Intelligence in analyzing and utilizing these types of data for strategic planning.

**QUESTION 9 (10%)**

a) Discuss the implications of Cloud Computing and Social Media for business planning and leadership within the fashion industry, considering the opportunities and challenges they present.

**QUESTION 10 (10%)**

a) Illustrate how Nonaka and Takeuchi's SECI model applies to the business planning process in a fashion enterprise, emphasizing the transition from tacit to explicit knowledge.

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This test should be completed with a keen eye on how theoretical concepts are applied in the real-world setting of a fashion business, particularly through the lens of leadership and strategic planning.