

BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF AGRICULTURE AND ENVIRONMENTAL SCIENCE

DEPARTMENT OF NATURAL RESOURCES
BSc NATURAL RESOURCES MANAGEMENT

NR404: Nature-Based Entrepreneurship

JUN 2024

Duration: 2 HOURS

TOTAL MARKS: 70 Marks

INSTRUCTIONS

Answer **THREE** questions out of the following five questions. You must answer question **One** from **SECTION A** and any **Two** questions from **SECTION B**

SECTION A (COMPULSORY)

1. The enterprise business plan is essential for attracting financing, managing operations efficiently, and integrating all enterprise functions so that profits can be made while conserving the resource base. For any named **NATURAL PRODUCT** of your choice, prepare an Enterprise Business Plan under the following headings: [30 Marks]
 - Executive summary
 - Background and goals of the enterprise
 - Product and production description (raw material procurement and processing)
 - Sustainable resource management
 - Marketing and sales targets
 - Enterprise organization and management
 - Financial assumptions, projections, and management
 - Risk analysis
 - Enterprise activities and timeline

SECTION B

2. Using a detailed value chain map to illustrate the concept, describe the value chain of indigenous timber furniture indicating all the value chain activities and actors. [20 Marks]
3. Identify and explain the socio-economic factors as well as cultural norms and practices that affect natural product enterprises in Zimbabwe. [20 Marks]
4. With reference to financial management of natural product enterprises, explain the purpose/use, structure and type of

information that is required to prepare an income statement.

[20 Marks]

5. Discuss the recent global interest in natural products.

[20 marks]

End of Paper