SPORTS AND ENTERTAINMENT MARKETING

MRS. BUSHEY

CHAPTER 2

SPORTS AND ENTERTAINMENT MEANS BUSINESS

* 1. FINANCIAL ANALYSIS

1. Investors generally provide the funding for an event to cover all the cots that must be incurred before tickets are ever sold. In return for providing the money to cover costs, the investors seek a return on their investment. What is return on investment (ROI)? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. What is financing? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. What is a forecast?

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1. What is a budget?

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1. What is a balance sheet?

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1. What are assets?

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1. What are liabilities?

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1. What is the net worth of the business?

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1. What is an income statement?

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