

2021 PITCH LESSONS  
WORKSHEET 4

Lynton of Dops Rewards

1. What does the word "jargon" mean?

(1)

2. What do you understand by the term "loyalty programme"?

(3)

3. What does the term "blue chip" mean?

(1)

4. Explain what you understand by the term "portfolio piece" and when would an entrepreneur need to highlight and communicate their portfolio pieces? (4)

5. What do you think Lynton means by "brand receptiveness"? (2)

6. Why is an increase in brand receptiveness good for a business? (2)

7. Provide an example of one national or global brand that pivoted during the Covid-19 pandemic and also describe how they pivoted. (3)

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8. Why is accurate consumer data important to a business? (2)

9. What does the acronym "FMCG" stand for? (1)

10. Explain what you understand by the term "key person dependency" and why it is dangerous. (6)

TOTAL 

25
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