

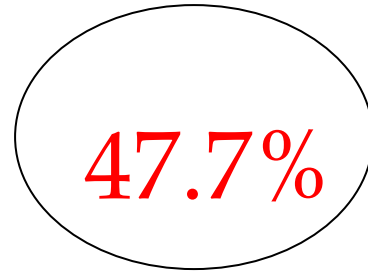
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Robins Begg Consulting Sample

Personal Plunge Profile

Cumulative Plunge Score:



Key Factor	Description	Type Factor	Favorability Score %	Impact Index	Plunge Score
VI	Viability Index	Personal Amenable Factor	54	0.4	21.6
BCI	Business Compatibility Index	Fixed Psychological Factor	30	0.3	9.0
EI	Expertise Index	Personal Amenable Factor	44	0.2	8.8
MMP	Money Making Potential	External Economic Factors	83.8	0.1	8.3
Total					47.7

Note:

Personal Amenable factors are those that can be improved upon by Mr. Sample through study, training and experience. They are factors that may delay or postpone the immediate implementation of a business idea but not necessarily stop it from being implemented at a more appropriate time in the future.

Fixed Psychological Factor is one that cannot be improved upon either now or in the future. It cannot be improved through training, study, or experience. It is usually advisable to avoid pursuing business ideas with low score under the fixed psychological variable.

External Economic Factor is a factor in economy in which the idea is to be implemented and over which Mr. Sample and all other implementers of business ideas have no direct control. It is a factor that can be overcome by implementers of business ideas if other key factors are sufficiently strong. It is often not a limiting factor for the implementation of a good business idea.

Limiting Factor is any key factor with a *favorability score* of less than 65% apart from the money making potential (External Economic Factor). If it is an amenable factor, it has to be significantly improved through study, training, experience,

mentorship, or any other means of skills acquisition before proceeding to implement Transport Business.

Cumulative Plunge Summary & Recommendation

Transport Business is not a good business idea to pursue at this time for Mr. Sample. The success potential of Transport Business in the real world of business is currently being significantly limited by two or three key limiting factors as shown in the above plunge profile.

The probability of success of Transport Business can be improved only if the key limiting factors are amenable factors (VI or EI) or external economic factor (MMP). If the fixed psychological factor (BCI) is one of the limiting factors to Transport Business it is advisable to avoid investment of time, efforts and money on Transport Business. This is because it is extremely difficult and almost impossible to change or improve a fixed psychological factor with training, experience, or any other form of improvement therapy. It will be better to look for or focus on other business ideas in which a key limiting factor does not include a fixed Psychological Factor.

When the key limiting factors are amenable such as the Viability Index and Expertise index, the probability of success of Transport Business can be significantly improved by identifying the specific amenable factor(s); read up the recommended improvement strategies discussed under this factor(s) and implement those recommendations consistently over a period of three to six months.

When the key limiting factor to Transport Business includes external economic factor (MMP), it is possible to increase the success potential of Transport Business by ensuring that the favorability scores of the remaining three key factors are sufficiently high enough to bring the cumulative plunge score to above 70%. This can be achieved over a personal improvement time of three to six months.

How to accurately interpret your plunge test report

In order to take full advantage of this report, you need to accurately interpret the evaluations, figures and recommendations contained in the report. The following steps should be followed in interpreting the contents of this report:

First read your personal plunge score profile. This includes the weighted cumulative score, detail profile table, and associated notes to the table.

Read up the cumulative plunge summary recommendation immediately following the plunge profile. Take your time to note the recommendation given in this section. Underline any thing you find important using red pens or colored book markers. This is the most important aspect of your report as your decisions and directions on what next to do with the evaluated idea is there.

Go to the detailed plunge profile section. This section contains the full description of each factor that makes up the cumulative score. It also contains associated recommendations on whether or not these factors can be improved and what to do to improve such factors. No matter how attractive or encouraging any detail variable may sound, it not advisable to make your decisions on isolated advantages or recommendation, but rather on the holistic recommendations provided in the cumulative recommendation section.

Key Interpretation and Utilization Assumptions

The plunge test report is prepared and is expected to be read, interpreted, and understood in line of the following assumptions by the proponent of this business idea and any other reader of this document:

The idea in this report is evaluated in relation to a given person (Mr. Sample) and not independent of him.

Irrespective of the name or type of the idea; the plunge test evaluation and scores does not validate or invalidate any business idea in isolation of the person or persons that intends to implement it.

The same business idea will often produce completely different results for two different people when subjected to Plunge test. That means an idea which is evaluated for Mr. X as an excellent business idea; may come out as a woeful or poor business idea when evaluated for Mrs. Y.

An idea that requires three principal or key implementers will have to be individually evaluated for each key player to have an accurate evaluation of the idea in the context of the effect of synergy of the four key advantages measured by the plunge test.

Viability Index Summary

Transport Business is not a viable business idea for this time. That means even though Transport Business may be a viable business idea at a later date or for another person, it is definitely not an idea that Mr. Sample can go ahead and implement at this time.

At least four of the five critical factors required for the real life viability of Transport Business are very weak. Committing time, efforts or financial resources at this time is extremely risky. Investing significant amount of money, especially gratuity or borrowed funds to implement Transport Business can be economically suicidal.

If all the other three key factors shown in the plunge score profile of Transport Business is not at least 70%, Mr. Sample should file away Transport Business for now and revisit it in another one or two years when the factors influencing the viability index must have been significantly improved.

Implementation Time

Transport Business is a business idea that can be successfully implemented and completed over a relatively short period of time. This may be as a result of expertise, experience, and relationships acquired by Mr. Sample in the implementation of Transport Business. It may also be due to the inherent low complexities of the processes involved in the implementation of Transport Business.

Because certainty and money value diminishes with time, short implementation time is a favourable factor for the success of Transport Business. The favourability of this factor should however be considered in the context of Mr. Sample's cumulative plunge score

Financial Safety

Transport Business is a very risky business for Mr. Sample at this point in time. The negative impact that the failure of Transport Business will have on his finance can be quite enormous. It may take a long time to recover from such financial loss.

Mr. Sample does not currently possess personal capital configuration that fits that of Transport Business. The Capital Configuration is a Strategic blend of financial, intellectual and emotion capital required for a successful start-up and implementation of a given business idea. It is a dynamic variable that can be changed or improved over time.

Mr. Sample's capital configuration for the implementation of Transport Business can be improved by the accumulation of significant liquid financial asset over a period of time. It can also be improved through the development of possible strategic assets that will generate compatible intellectual and emotional capital. This will only be necessary if Mr. Sample considers Transport Business an idea worth pursuing based on his cumulative plunge score.

Profitability Potential

Transport Business is a profitable business idea for Mr. Sample at this point in time. The projected average margin per transaction as well as the average returns -on -investment of Transport Business by Mr. Sample is high for the financial investment required for Transport Business.

The high profitability potential of Transport Business for Mr. Sample may be due to the inherent favourable economic factors involved in the implementation of Transport Business and businesses like it. It may, however, be a manifestation of Mr. Sample's knowledge, experience and skills in the implementation of Transport Business or ideas similar to it before this time.

These advantages gives Mr. Sample access to sources of highly cost-effecting raw material or input resources for Transport Business, and key trade secrets required for cost minimization on Transport Business operating expenses.

The high profitability potential may also be due to the fact Mr. Sample currently possess enough financial resources to enable him start up and operate Transport Business at a financial level that will take advantage of good economies of scale, thereby attracting higher profitability potential.

The decision to implement Transport Business should be based on Mr. Sample's cumulative plunge score for Transport Business rather than solely on the profitability potential score.

Ease of Implementation

Transport Business is a business idea that is very complicated and difficult for Mr. Sample to implement at this point in time.

Transport Business's implementation will involve some complicated processes and cooperation of several individuals or groups of people outside the direct control of Mr. Sample. Because of the multiple variables of processes and people required for Transport Business's successful implementation, it will likely suffer from many disappointments, unfulfilled promises, delays, and missed opportunities.

Mr. Sample will often have to spend considerable amount of time and effort battling conflicts resulting from divergent and incongruent personalities, ideas, motives, interest, power and politics. These factors will most likely overwhelm Mr. Sample and divert his attention and concentration from focusing on the core challenges of Transport Business thereby minimising its chances of success significantly.

These implementation complications may be as a result of the inherent nature of Transport Business. It is most likely however a manifestation of the lack of talents, training, expertise, and experience in the implementation of Transport Business by Mr. Sample. Whatever reason may be responsible. It is an unfavourable factor that is highly limiting to the viability of Transport Business.

Internal Harmony

Transport Business is not a business considered right or beneficial by Mr. Sample's intuition or sub-conscious mind. The degree of incongruence of Transport Business with your sub-conscious mind is extremely high and should not be ignored or taken for granted.

Deep rumination and personal meditations about Transport Business by Mr. Sample consistently bring about lack of peace and psychological disharmony. A consistent sense of mental or spiritual restraint wells up each time Mr. Sample deeply ruminates about the outcome of investing in Transport Business.

Mr. Sample is not inwardly convinced to go ahead with the implementation of Transport Business even though every other physical factor appears not to indicate exactly that

This feeling of internal disharmony and lack of peace is most likely a sign of disapproval from your subconscious mind about the economic or psychological viability of investing in Transport Business.

It is advisable not to ignore this negative signal from your intuitive mind even if every other factor of viability is positively in favour of Transport Business. This

is because your sub-conscious mind vibrates at a much higher frequency and often picks up factors that your conscious mind might not be able to understand immediately.

It may be advisable to suspend the implementation of Transport Business, take some time out for retreat to pray and meditate on the hidden reasons for the negative signal coming from your sub-conscious mind.

Business Compatibility Index

The major talents of Mr. Sample are not compatible with the critical success requirement for Transport Business implementation. Mr. Sample may cope with the challenges involved in the implementation of Transport Business in the real world of business, but will most likely be stressed and quit as soon as possible. Even when he continues, he will most likely be performing at sub-optimal capacity

Whether or not other key factors of Mr. Sample's plunge scores are highly favourable, it may not be advisable to go ahead and invest time and money on Transport Business implementation. This is because your BCI score is a fixed psychological factor which cannot be changed or improved significantly with training or experience over a period of time.

Mr. Sample does not have the natural ability to get results without struggles when involved in the key processes or activities related to implementation of Transport Business. Anytime Mr. Sample gets involved in activities related to Transport Business, he will most often experience inward psychological feeling of frustration, boredom, distraction, fragmentation and despondency. Mr. Sample therefore has the natural tendency to avoid having to do them again or get others to do them and do something else instead.

Mr. Sample does not have the ability to enjoy any significant level of competitive advantage among competitors when implementing Transport Business in the real world of business. He will most likely be unable to overcome external economic crisis that will always come over an average period of four years cycle in the Transport Business industry.

Mr. Sample will most likely be unable to demonstrate required emotional staying power necessary to survive such crisis. Mr. Sample may struggle to produce successful results in the implementation of Transport Business, but the emotional stress and accompanying health implication will be significant.

Expertise Index

The expertise of Mr. Sample for the implementation of Transport Business is very low. Therefore, the level of ignorance and risk for real life implementation of Transport Business by Mr. Sample is very high.

Mr. Sample has not invested significant amount of time and effort to study and digest enough works of real life successful experts that are related and relevant to the implementation of Transport Business. A high proportion of information possessed by Mr. Sample can not be relied upon as valid guide for the successful implementation of Transport Business.

The information, knowledge and skills that may be possessed by Mr. Sample that are relevant to the implementation of Transport Business are either obsolete or have not been used for real life work similar to Transport Business for a long time now. In fact, Mr. Sample has not yet developed enough understanding in the area of Transport Business to challenge or differ correctly from the opinion of any authority in the area of Transport Business. He will most likely accept as true, any documented opinion by any expert in the area of Transport Business. He can therefore easily be misguided at his current level of expertise.

It is not advisable for Mr. Sample to go ahead and implement Transport Business at this level of expertise irrespective of how high other factors of his plunge score may be. Expertise index is however, an amenable factor which can be easily corrected by the consumption of enough relevant information related to Transport Business.

Mr. Sample is therefore advised to spend sometime to gather information relevant to the implementation of Transport Business over the next few months. Good sources of such information includes internet, e-books, real books, seminars, CDs, DVDs, training, successful mentors and models, real life personal experience through self-imposed apprenticeship etc. All these efforts will however be worth the while, if the personal psychological factor (BCI score is not below 60%).

Money Making Potential

The cash generation potential of Transport Business is extremely high. It has the potential to generate large volume of cash that is highly predictable and stable. Transport Business provides solution to an essential need in the economy which often demands solution whether or not there is buoyancy or depression in the economy. Transport Business addresses an area of need that is in frequent, high, and urgent demand by a large proportion human population in any economy.

Because of its high cash generation potential, Transport Business has a tendency to attract the attention of many prospective investors. Your decision to invest in Transport Business should however not be determined solely on its high score in MMP, but rather on a high score on the cumulative Fringe score, and the corresponding recommendations.

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Plunge Test Concepts and Definition

What is a Business Idea?

An idea is an *invisible product* of the human mind which possesses the *potential* to *manifest* in the *physical realm*. A business idea can therefore be defined as an invisible conception of a possible business venture, which may or may not be successfully manifested in the physical world of business depending on its viability attribute. Business ideas are like sperm cells, only the most agile, vibrant, and healthy sperm cell eventually fertilizes the ovum in the process of human reproduction. Thousands of business ideas are birthed in the human mind regularly, but less than 1% of these ideas ever see the light of the day. The truth is all business ideas are not equal in strength and virility. The winning business idea have some unique set of attributes, which most business ideas either lack completely or not possessed in enough quantities. So, what are the attributes of a winning business idea?

What is a Winning Business Idea?

A winning business idea is one which contains significant *money making opportunities*, for a specific combination of *natural talents*, implemented at the *right time*, by a person possessing relevant *expertise*. The absence or weakness in any of the four critical components of a winning idea significantly reduces the potential of the idea to withstand challenges of the real world of business and come out successful. Research in business startup success has consistently identified these four critical components as the indispensable common factors required to successfully implement business ideas. Every winning business idea was shown to demonstrate four classes of advantages in the following order of preference:

Competitive Advantage - tied to the talents of proponent of the idea

Timing Advantage - tied to accurate timing of the implementation of the idea

Expertise Advantage - tied to the experiential knowledge in line of the idea

Economic Advantage - tied to the money making potential of the idea

Each of these ideas are carefully evaluated and accurately measured by the plunge test and presented in the plunge profile section of this report.

Why Plunge Test Report is an Invaluable Business Asset

One of the most important decisions you will have to make in life is what to invest your hard earned money on. Do you put it in new business idea, a high yielding stock investment or use it for the creation and marketing of a new innovative product in your current business? Irrespective of the specific details of the situation, the mental, emotional, and financial consequences related to taking an investment decision is always the same. Making a wrong investment decision can literally ruin several years of diligent effort and financial success. Individual or organizational destiny usually depends on the success or failure of an investment decision.

What Is An Investment Decision?

There are three possible actions you can take in relation to the use of your money for the purpose of multiplying it. They are: conclusion, speculation, and investment. Every time you have all the possible information about the situation, and all the data are accurate, you have a conclusion to draw not a decision to make. You are dealing with a past financial event. According to Benjamin Graham, *"any time you commit significant financial resources into any kind of venture mainly because of a promising return on investment, without a guarantee of the safety of the principal, using a thorough scientific analysis, you are speculating not investing"*. Going by this definition, 98% of financial decisions tagged 'investments' are mere speculations. It is therefore not unexpected to see people lose tremendous amount of money in various kinds and forms of financial investments: from stock market investments to business acquisitions, venturing into new business, promoting new products and diversifying into new business area. Success in these decisions is exceptions rather than the norm.

How Do You Make Effective Investment Decision?

The region between total ignorance and perfect knowledge in business decisions is called the region of risk. The more knowledge or information you have about a specific business decision, the less risk you bear. The less knowledge or information you have, the more risky the decision becomes. The risk therefore is not dependent on the subject of decision or action but on the amount and quality of information you possess in relation to the subject of business decision. Anything is risky when knowledge is low!

The way to make an effective investment decision is therefore to utilize high quality information, from experienced and tested world leading entrepreneurs who have achieved enviable successful results in business investment decisions. The truth is; there is no type of investment decision you want to make today that

someone has not successfully made in the past. And while experience may be the most impactful teacher, it is definitely not the most effective when it comes to your hard earned money. It is better to use the experience and failure of others, than to lose your life savings, gratuity, or huge borrowed funds. You do not only lose money, your integrity, self esteem, self confidence, mental and emotion peace also goes down the drain.

What is PLUNGE Test?

Plunge test is an internet-based business and financial investment decision-support tool that empowers you to take fast, accurate, and effective investment decision using thoroughly tested and verified scientific principles. It utilizes composite principles from the field of entrepreneurship, economics, psychology, sociology, finance, and information technology. It is based on the works and documented life experiences of world leading entrepreneurs including John D. Rockefeller, Henry Ford, Benjamin Franklin, Warren Buffet, Thomas J. Watson, Bill Gates, and John H. Johnson.

What Do You Benefit By Taking The Plunge Test Before Committing Money to Any Venture?

Money Protection

The report generated from the plunge test provides you with an objective evaluation of chances of success or failure of a proposed business idea or investment using scientific principles. This information protects your hard earned money from being lost due to emotional or hasty investment decision

Problem Identification

Apart from accurately calculating probability of success or failure of a proposed investment decision, report from plunge test also identifies the key limiting factors that would have led to the success or failure of such investment decision. Specific changeable and unchangeable factors will be clearly identified and accurately rated in percentages.

Direction on What to Improve and What Next to Do

The plunge test report also provides professional guide on how to significantly improve all the amendable limiting factors identified. It also provides a step-by-step guide of what exactly you can do to correct all limiting factors for the idea being considered.

Saves You Time

Information contained in the plunge test report will save you tremendous amount of set-back time. Each time you make a wrong investment decision, you lose money. But more importantly you also lose months and sometimes years which you could have used productively towards the achievement of your goals.

Additionally, the plunge test can save you a lot of procrastination. Lack of certainty as to the viability or otherwise of a business idea often leads to procrastinations and loss of opportunities.

Protection from Mental and Emotional Stress

The consequences of wrong investment decision on a person's psychological health cannot be overemphasized. Stress related diseases such as heart attack, stroke, ulcer, insomnia, and hypertension result from losing money in failed investment or business ventures. Information provided from the plunge test report protects you from such challenges.

Robins Begg Consulting Sample

ABOUT ROBINS BEGG CONSULTING LIMITED

The Company

Robins Begg Consulting Limited was founded by a group of individuals with a critical blend of expertise in management, marketing and information technology. The company has successfully provided consulting services for several organizations in the Finance, Manufacturing, Services and Information Technology industries in Nigeria.

Our Mission

Our mission is to empower organizations and individuals to achieve success and significance in their areas of business. We continually expand the business opportunities and competitive potential of our clients by providing the right strategies, technologies and human resources skills required by them to achieve and sustain market leadership in their industry, while fulfilling the financial and developmental goals of other stakeholders.

Business Focus

To achieve our corporate mission we focus on three core components of our clients' businesses:

1. Strategy
2. People
3. Technology

Products

- Financial Success Index (FINDEX)
- MiGenius Test
- Business Compatibility Test (BCT)
- Job Match Test
- WorkIQ Test

Consulting Services

- Manpower Planning and Strategy Development
- Development of Multi-Dimensional Staff Evaluation Systems
- Staff Recruitment and Selection
- Corporate Planning and Strategy Development
- Staff Performance Audit

- Job Analysis, Description and Design
- Development of Motivational Staff Compensation and Incentive Packages
- Corporate Positioning or Re-positioning Strategy
- Business Process Re-engineering
- Strategic Marketing Audit (SMA)
- Strategic Marketing Planning (SMP)
- Change Management Strategy Development

Some Available Training Titles

- § Mind Activation Programming
- § Effective Interpersonal Relationship Skills
- § Advanced Business Writing Skills
- § Effective Administrative Management Skills
- § Strategic Approach to Influencing and Winning Profitable Customers
- § Effective Customer Relationship Skills
- § Strategic Approach to Marketing Insurance Business
- § Effective Supervisory Management Skills
- § Strategic Marketing Management
- § Strategic Skills for Building your Dream Business
- § Understanding and Managing Organizational Conflicts and Politics
- § Effective Sales and Customer Relationship Skills
- § Understanding and Managing Staff Performance
- § Strategic Key Accounts Management Skills
- § Warehouse Management Skills
- § Fundamentals of Logistics Management: Inbound Logistics Skills
- § Advanced Logistics Management: Outbound Logistics Skills

For Enquiries

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