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| **Kingdom of Saudi Arabia**  **Ministry of Education**  **Saudi Electronic University** | A picture containing text, outdoor, sign  Description automatically generated | **المملكة العربية السعودية**  **وزارة التعليم**  **الجامعة السعودية الإلكترونية** |

**College of Administrative and Financial Sciences**

**Assignment 1**

**Entrepreneurship and small business (MGT 402)**

**Due Date: 05/10/2024 @ 23:59**

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| Course Name: **Entrepreneurship and small business** | Student’s Name: |
| Course Code: **MGT402** | Student’s ID Number: |
| Semester: First | CRN: |
| Academic Year:**2024-25-1st** | |
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**For Instructor’s Use only**

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| Instructor’s Name: | |
| Students’ Grade: X / **10** | Level of Marks: High/Middle/Low |

**General Instructions – PLEASE READ THEM CAREFULLY**

* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
* Submissions without this cover page will NOT be accepted.

**Learning Outcomes:**

1. Describe the place of small business in history and explore the strengths and weaknesses of small business.

2. Design a solid projected financial plan and conduct a breakeven analysis for a small company.

3. Demonstrate the ability to deliver and communicate marketing massages in coherent and professional manner.

4. Illustrate the ability to think independently and systematically on developing a viable business model.

**Assignment Workload:**

This assignment is an individual assignment.

**Start-up Business Plan**

**Assume yourself as an entrepreneur of a small startup business in Saudi Arabia.**

# **Write brief notes on the following objectives:**

1. **Owners, capital structure and company profile (2 Marks)**

a. Your Business Name, Address, E‐Mail

b.  Form of ownership: What is the legal structure? Sole proprietor, Partnership, Corporation….

C. Investment capital

1. **Company Business Description** (300 – 400 words)

**A. Scope and type of business (4 Marks)**

What business will you be in? What will you do? What market segment will you choose?

• Business idea: what is your big idea? Is it a product or a service? What makes your idea different?

• Mission Statement

• Company’s short-term and long-term goals and objectives.

• Target market and demographics: Who will your customers be? Where do they live? What is your target market passionate about?

**B. Business Philosophy (4 Marks)**

What is important to you in your business?

• Describe your Industry: Is it a growth industry? What long-term or short-term changes do you foresee in the industry? How will your company take advantage of it?

• Describe your most important company strengths and core competencies: What factors will make the company succeed? What do you think your major competitive strengths will be? What background experience, skills, and strengths do you personally bring to this new venture?

• Risk Assessment: Evaluate the strengths and weaknesses of your business using SWOT.

•Who is your competition and how do you beat them?

**Note:** Use APA style of referencing

**Answers**

1. **Answer-**
2. **Answer-**