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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 2**

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

**Due Date: 02/11/2024 @ 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: 16505 |
| Academic Year:**2024-25-1st** | |
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**For Instructor’s Use only**

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| Instructor’s Name: Dr. Mir Satar | |
| Students’ Grade: / **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-scale business in Saudi Arabia.**

**(In Continuation to the Assignment -1)**

**4. Products and Services (4 Marks)**

a. Describe in depth your products or services. (Technical specifications)

b. What factors will give you competitive advantages or disadvantages? Examples include level of quality or unique or proprietary features.

**5. Marketing Plan (6 Marks)**

a. Market Research- Why?

b. Market Research- How? Primary or Secondary Data?

c. In your marketing plan, be as specific as possible; give statistics, numbers, and sources. The marketing plan will be the basis, later on, of the all‐important sales projection.

**Product**

• Describe the most important features. What is special about it?

• Describe the benefits. That is, what will the product do for the customer?

**Customer**

• Identify your targeted customers, their demographics

**Competition**

• What products and companies will compete with you?

• How will your products or services compare with the competition?

**Strategy**

• Outline a marketing Strategy.

**Promotion**

• How will you promote your Product?

• What will be your promotional budget?

**Distribution Channels**

How do you sell your products or services?

**Note:** Use APA style of referencing

**Answers**

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