



## College of Administrative and Financial Sciences

### Assignment 1 MGT402 (1<sup>st</sup> Term 2022-2023)

**Deadline: 08/10/2022 @ 23:59**

Course Name: <b>Entrepreneurship and small business</b>	Student's Name: IBLUE72
Course Code: <b>MGT402</b>	Student's ID Number:
Semester: 1 <sup>st</sup>	CRN:
Academic Year: 1444 H (2022-2023)1 <sup>st</sup> Term	

#### For Instructor's Use only

Instructor's Name:	
Students' Grade: /15	Level of Marks: High/Middle/Low

#### Instructions – PLEASE READ THEM CAREFULLY

- This assignment is an individual assignment.
- **Due date for Assignment 1 is 08/10/2022**
- The Assignment must be submitted only in **WORD format** 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.**

## College of Administrative and Financial Sciences

### Entrepreneurship and small business

#### ASSIGNMENT -1

**Submission Date by students:** Before the end of Week- 6<sup>th</sup>

**Place of Submission:** Students Grade Centre

**Weight:** 15 Marks

**Learning Outcome:**

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 messages in coherent and professional manner.

**Assignment Workload:**

This assignment is an individual assignment.

### An entrepreneur Start-up

#### Business Plan

A business plan is any simple plan, not only limited to the business start-up plan that helps the management to understand the current situation of the enterprises (strengths, weakness, opportunities and threats) and look forward into the future. A start-up plan is a business plan which consists of the mission, vision, objectives and action plans for the future of the new enterprises while the business plan drawn during the operation of the firm is vital for running the firm effectively, acquire new customers, partners, loans and so on. According to Fiore (2005), a business plan involves two dimensions; an organizing tool to simplify and clarify your business goals and strategy, the second one is a selling document that sells the business idea and shows that a product or a service can make a profit and attract funding and company resources.

Imagine you started a new business as an entrepreneur in Saudi Arabia. Briefly mention the specific steps which you consider necessary to a successful business plan.

**Please, think and share information on the following items:**

**1. Owners, capital structure and company profile (3 Marks)**

- a. Your Business Name, Address, E-Mail

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- b. Form of ownership: What is the legal structure? Sole proprietor, Partnership, Corporation....
- C. Investment capital

### 2. Company Business Description (300 – 400 words)

#### A. Scope and type of business (5 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?

#### 3. Products and Services (3 Marks)

- a. Briefly discuss your products or services (Technical specification).
- b. Size of business: how many employees? How many offices and retail facilities?
- c. What factors will give you competitive advantages or disadvantages? Examples, include level of quality or unique or proprietary features.

**Note:** Use APA style of referencing

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### Introduction

The entrepreneurial aspect of starting a business and planning it to be sustainable requires knowledge of different needs and an understanding of the importance of planning. A business plan is considered the first step to a business setup and contributes to understanding trends in a particular market. Business plans are essential in identifying the strengths, weaknesses, threats, and opportunities. The grand importance of a business plan is its contribution to setting the vision, mission, action plan, and objectives for the future of the business. A business plan is presented as a document (Inkon, 2019). This essay looks at starting a new business and delivering a viable plan, including the necessary steps for a successful business.

### Owners, capital structure, and company profile

It is crucial to understand and implement a strong branding strategy for a business, solidifying its identity and capturing the brand's authenticity and trust (Inkon, 2019). In this sense, the first step is to develop a unique name. The business will be a bakery; therefore, its name is Nature Gifts Bakery. The business address will be in Riyadh, Saudi Arabia, and the official email address will be [naturegiftbakery@gmail.com](mailto:naturegiftbakery@gmail.com) While trying to understand the form of ownership, there are a lot of legal structures that need to be considered this looks at the size of the business and, most importantly, the capital. The business will be a sole proprietor since it is a small start-up. Investment capital will be from savings by the owner.

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### A. Scope and type of business

A small start-up requires carefully crafted decisions. The business will be under the food industry as it is a bakery. The nature of the bakery is that it looks at a diverse market which will include supplies to offices, institutions, and parties of a manageable number, while the rest of the majority will be the average daily buyer at the store. The appeal will be towards the youth between 16 and 40 years old, which will be due partly to their presence on social media institutions and schools. The youth are also surveyed in public spaces where the business will be located, making up a large part of the market segment (Inkon, 2019).

Understanding that a grand business idea should seek to be unique or different from other products or services, this business strategy sought this as part of the business. The bakery business is purposely a product that looks at selling all types of bakery goods to the customer. The first step toward creating a unique brand is looking at the trends that have not yet been tapped into by most bakery businesses (Watson & McGowan, 2018). The bakery will look at products from a conscious point of view by offering a diverse range of products and healthy products for the customer. The bakery products will range from sugar-free, vegetarian, gluten-free, and non-lactose products.

The business will also offer free deliveries on a range of products as part of its customer reach. The business's mission statement will be, 'Natural gifts bakery seeks to provide organic and environmentally conscious products for its family of cake and pastry lovers.' The business's short-term goals and objectives will be to reach a diverse range of customers in the first five months of the operation, to increase contacts and small supply contracts within the region at institutions and schools,

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and to increase an online and physical presence with the brand reach. The long-term goal will be part of the region's top bakery goods suppliers.

The long-term objective will also seek to increase sales and contacts with significant institutions and expand locations. The locations will be in different areas and should cater to a large group of people. The business also seeks to be the most diverse bakery company offering a diverse range of products on a large scale. The target market is supposed to be diverse as the company seeks to reach a wider audience, therefore, this means the business will appeal to customers seeking to buy a diverse range of products, a health-conscious consumer, the environmentally conscious customer, and the customer seeking to try out new variations of products (Souto & Rodriguez-Lopez, 2021).

### **B. Business Philosophy**

The most critical element of the business is its sustainability mission, which describes producing organic products that address environmentalism and healthy eating. The food industry is a growth industry with an indication of the number of restaurant chains and small food businesses in every area. The only long-term change that is foreseeable in the industry is the increased popularization of healthy eating through organic products and environmental consciousness in the production system, which is already ingrained in the longer-term and short-term goals of the business (Dal et al., 2021). The company's strengths and core competencies are research and expertise in the bakery industry and a diverse range of products.

The company's strength is the diverse range of customers, the expertise, and the overall production method. The weaknesses are that it is a start-up, and its competitors already have a solid

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customer base. The business is also new to the market and does not have a solid customer base which is essential as they are responsible for the steady sales. The business threats are rooted in profit-making, which will take a few months. The profit side of the business is understandable in the life cycle. Opportunities are in the location and social media advertisement. Thus, a solid social media presence will lure more customers. Some of the mapped competitors in the city of Riyadh are such as Wooden Bakeries and Kaaki bakeries, the strategy towards making a competitive advantage lies in the diverse production of baked goods, a strong advertisement on social media, and most importantly, improving adding free deliveries to our customers.

### Products and Services

The products will be a diverse range of bakery products, cakes, and pastries carefully crafted and made to stand out by the unique specification of the customer orders. The business is a small start-up and will be limited to five employees working in one location. The receptionist will be providing customer service and receiving orders. There will be two chefs who will be working together to curate the products. The chefs will also oversee the business's production, planning, and budgeting. The team will also require a communications person to manage the business's branding, social media, and advertisement. A cleaner will be essential in maintaining proper hygiene in the establishment. A solid social media page and excellent branding will give the business its competitive advantage.

### Conclusion

Any start-up requires a strong and thriving plan that, when it comes to its execution, should have more realized opportunities and strengths than weaknesses and threats. Excellent planning requires



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informed research of the market and industry one is joining. Budgeting contributes to the functionality aspect of the business; it is, therefore, essential to create a step-by-step follow-up on the business to help understand what it means to be of great excellence in whatever market one is aiming to execute. The success and lifetime of any business rely on a solid foundation and framework. This business plan offers a glimpse into the realized challenges and opportunities that would not have been realized without planning.

SEU ELITE





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### References

- Dal Mas, F., Massaro, M., Paoloni, P., & Kianto, A. (2021). Translating knowledge in new entrepreneurial ventures: the role of business plan development. *VINE Journal of Information and Knowledge Management Systems*, 12(1), 112-191.
- Inkon, K. (2019). A cross-sectional study on the relationship between business plan, entrepreneur type, development stage, and profitability of US SMEs. *Academy of Entrepreneurship Journal*, 25(1), 1-21.
- Souto, J. E., & Rodriguez-Lopez, A. (2021). Entrepreneurial learning in an experiential and competences training context: A business plan in Bachelor thesis. *The International Journal of Management Education*, 19(3), 100513.
- Watson, K., & McGowan, P. (2018). Emergent perspectives toward the business plan among nascent entrepreneur start-up competition participants. *Journal of Small Business and Enterprise Development*, 5(2), 10-41.



College of Administrative and Financial Sciences

## Assignment-1

### MGT402 – Entrepreneurship and Small Business

Deadline: 23/10/2021 @ 23:59

Course Name: Entrepreneurship and Small Business	Student's Name: <b>SEU ELITE</b>
Course Code: - MGT 402	Student's ID Number:
Semester: I	CRN:
Academic Year: 1443/1444 H	

#### For Instructor's Use only

Instructor's Name:	
Students' Grade: Marks Obtained/Out of	Level of Marks: High/Middle/Low

#### Instructions – PLEASE READ THEM CAREFULLY

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- Students must mention question number clearly in their answer.
- Read carefully Grading Rubric below for specific criteria: 0-5 Marks
- 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).
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# Entrepreneurship and Small Business

## ASSIGNMENT -1

**Submission Date by students:** Before the end of Week- 7<sup>th</sup>

**Place of Submission:** Students Grade Centre

**Weight:** 05 Marks

### **Learning Outcome:**

1. Demonstrate a solid understanding of the potential of entrepreneur in today's competitive business world. (Lo 1.2)
2. Demonstrate ability to think independently and systematically on developing a viable business model (Lo 1.3 & 3.7).
3. Understand the place of small business in history and explore the strengths and weaknesses of small business. (Lo 1.1).

### **Assignment Workload:**

This assignment is an individual assignment.

## **Start-up Business Plan**

Imagine you started a new business as an entrepreneur in Saudi Arabia.

**Please, think and share information on the following items:**

### **1. Owners, capital structure and company profile**

- a. Your Business Name, Address, E-Mail
- b. Form of ownership: What is the legal structure? Sole proprietor, Partnership, Corporation.....
- c. Investment capital

### **2. Company Business Description (300 – 400 words)**

#### **A. Scope and type of business**

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**

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.
- Scale of the business and its growth anticipation: what is the growth rate per year for five years? What do your 5-year financials look like? What is your path to profitability?
- Who is your competition and how do you beat them?
- Start-up costs: what costs do you expect to make the business run for the next five years?

### 3. Products and Services

- Describe in detail your products or services (Technical specifications).
- Size of business: how many employees? How many offices and retail facilities?
- What factors will give you competitive advantages or disadvantages? Examples, include level of quality or unique or proprietary features.

Answers:

#### 1. Company profile

- Name of the business: Early Bird Coffee, located in Riyadh, Saudi Arabia. The email address is [enquiries@earlybirdcoffee.com](mailto:enquiries@earlybirdcoffee.com).
- Form of ownership: This will be a partnership, we chose a partnership because a partnership, as opposed to a sole proprietorship, which is effectively the same business form but with only one owner, allows the owners to tap into the resources and skills of the co-partners. While it is easier to run a business on your own, it can also be a constant battle. Members of a partnership often discover that they have more time for other things in their lives when they have partners to share tasks and alleviate the workload.
- Investment Capital: The proposed capital for this business is USD30, 000. This will allow us to set-up a good place with all the necessary facilities to allow us begin operations. It will also allow is to pay start-up costs such as, rentals, labor and transportation of products.

#### 2. Company Business Description

### **a. Scope of the business**

The goal is to sell delicious coffee in a range of flavors that will appeal to both families and friends at any time of the day so they can relax and catch up. It won't be limited to only coffee; we'll be able to sell other beverages as well, such as soft drinks and water. These will be available for walk-ins at any time. People will come to enjoy the atmosphere and sit for a long time rather than just having coffee for a short length of time with little regard for the coffee shop. Instead of just having a place for coffee, our company's goal is to deliver a stunning Coffee Shop experience for new and returning clients. This will allow us to establish profitable client relationships with the local target market resulting in profit for the business. Our long-term ambition is to be a market leader with satisfied customers. To expand the company's operations to additional Saudi Arabia's cities and enter new markets.

**Demographics and Target Market:** We targeted people in their early twenties to their seventies, people who are outspoken, enjoy fashion, are social, and are adventurous. Riyadh is the center of this market category. They are devoted to their families and enjoy spending time with their pals.

**Mission Statement:** To provide a superb experience where you may gather with friends, family, and coworkers and leave with a lasting memory.

### **b. Business Philosophy**

**Important to our business:** Satisfying clients at all times will be a key priority for a start-up business like ours that values its stakeholders. Quality service, good products, external and internal customer delight, reaching defined goals, and operating successfully with a competitive strength are the major concerns of the Coffee Shop.

**Our Industry:** Coffee is generally purchased around the world by people of all ages, cultural backgrounds and different fields of work, thus the industry is not really in its early stages of growth. However, after the COVID-19 pandemic, customers' preferences will shift to enjoying open spaces

more. Clients will want to be outdoors or at a restaurant somewhere with family or friends. We anticipate that more people will be going out to purchase coffee. This is where our business comes in. We are trying to cover this potential gap which might become reality in the near future. We want to offer people more choices and freedom and variety.

Our fundamental capabilities are our unique product concept and composition; we cater to both young and old customers, and we have all of the necessary resources and labor. The industry's attractiveness, demand, and customer preference shift toward enjoying meals outdoors, as well as proper management and professional employees, will decide our performance. I contribute personal experience to this new endeavor, having learned about demand and the market through several encounters and a few part-time employment in the food processing industry. This will be advantageous to the company.

SWOT Analysis: Our strengths are based on the uniqueness of the coffee we sell and the high-quality services we provide. Our issue is that we lack the financial power to quickly gain a large market share. New markets outside of Riyadh are among the possibilities. There are numerous risks, the majority of them come from other start-up enterprises in the same industry.

Business growth anticipation: Our business may not see so much growth in the first two years but should be constant, we expect a significant change from year three to year four. By the fifth year, we will have upgraded our services and products in order to ensure that we create a strong and profitable network of repeat customers; this will result in profits.

Competitive advantage: Our product will be prepared using unique ingredients and presented in a visually appealing manner. We'll also use social media sites like Facebook, Twitter, and Instagram to reach out to a larger audience. Our key sources of competitive advantage will be these.

Start-up costs: Because we cannot produce the coffee ourselves, we will be paying a lot of money on the supply chain. Storage and labor costs will also be high in order for the business to stay open for the next five years.

### **3. Products and Services**

a. In order to make our Coffee extra special, our shop will have the following a high-quality espresso machine, as well as automatic drip coffee makers. Curbside pickup supplies, an industrial coffee grinder, ovens and toasters, milk and water, industrial blenders. These will enable us prepare Coffee at the Early Bird Coffee shop, exactly the way we want it to look and taste.

b. Size of business: Our Company will begin with only one Coffee Shop with potential for growth in the near future. There will be only 4 staff to help with the day-to-day operations of the Coffee shop. 2 will be in the background preparing coffee and the other 2 will be attending to clients.

c. We will build a Coffee Shop that people will fall in love with, a relaxing and family friendly environment will be one of our main sources of competitive advantage. We will further create a website for people to make pre-orders online and pick up their coffee at their convenience. However, competition is all around us, more start-ups are likely to venture into the same line of business and this is the main disadvantage

## Assignment 1, 2 & 3

Course Name: Entrepreneurship and Small Business	Student's Name: <b>SEU ELITE</b>
Course Code: - MGT 402	Student's ID Number:
Semester: II	CRN:
Academic Year: 1440/1441 H	

### For Instructor's Use only

Instructor's Name:	
Students' Grade: Marks Obtained/Out of	Level of Marks: High/Middle/Low

### 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.
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- 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, assignment instructions, and assignment questions** will NOT be accepted. You must submit the assignment without deleting the assignment instructions, cover page and assignment questions.





الجامعة السعودية الإلكترونية  
Saudi Electronic University

## Department of Business Administration

### Entrepreneurship and Small Business - MGT 402

#### Assignment 1, 2 & 3

#### Course Learning Outcomes:

Marks: 15

1. Demonstrate a solid understanding of the potential of entrepreneur in today's competitive business world. (Lo 1.2)
2. Demonstrate ability to think independently and systematically on developing a viable business model (Lo 1.3 & 3.7)
3. Understand the place of small business in history and explore the strengths and weaknesses of small business. (Lo 1.1).
4. Utilize strong analytical skills and tools to formulate an effective Bootstrap Marketing Plan on which a small business can build a competitive edge in the marketplace. (Lo 1.8, 4.3 & 4.5).
5. Deliver and communicate marketing messages in coherent and professional manner. (Lo 4.4).

## BUSINESS PLAN

Project yourself as an entrepreneur of a small-scale business in Saudi Arabia.

#### Assignment Objectives & Requirements:

##### 1. Owners

- a. Your Business Name, Address, E-Mail

##### 2. General Business Description (300 – 500 words)

##### A. What business will you be in? What will you do?

- Mission Statement
- Company goals and objectives

##### B. Business Philosophy

- a. What is important to you in your business?
  - To whom will you market your product?
  - 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?
- Legal form of ownership: Sole proprietor, Partnership, Corporation, Limited liability corporation (LLC)? Why have you selected this form?

### **3. Products and Services (300 – 500 words)**

- Describe in depth your products or services. (Technical specifications)
- What factors will give you competitive advantages or disadvantages? Examples include level of quality or unique or proprietary features.

### **4. Marketing Plan (300 – 500 words)**

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

#### **Facts about your industry**

- What is the total size of your market?
- Current demand in target market.
- Trends in target market—growth trends, trends in consumer preferences, and trends in product development.
- Growth potential and opportunity for a business of your size.
- What barriers to entry do you face in entering this market with your new company?
- How will you overcome the barriers?
- How could the change in technology, change in government regulations, change in the economy, change in your industry, affect your organization.

#### **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?

### **Method of setting prices**

- Compare your prices with those of the competitors. Are they higher, lower, the same? Why?
- How important is price as a competitive factor?
- Do your intended customers really make their purchase decisions mostly on price?
- What will be your customer service and credit policies?

### **Distribution Channels**

How do you sell your products or services?

### **Legal Environment**

- Licensing and bonding requirements
- Health, workplace, or environmental regulations
- Special regulations covering your industry or profession
- Insurance coverage
- Trademarks, copyrights, or patents (pending, existing, or purchased)

### **Personnel**

- Number of employees
- Type of labor (skilled, unskilled, and professional)
- Where and how will you find the right employees?
- Quality of existing staff
- Pay structure
- Training methods and requirements
- Who does which tasks?
- For certain functions, will you use contract workers in addition to employees?

### **Inventory**

- What kind of inventory will you keep: raw materials, supplies, finished goods?
- Average value in stock (i.e., what is your inventory investment)?
- Rate of turnover and how this compares to the industry averages?
- Seasonal buildups?
- Lead-time for ordering?

### **Suppliers:**

Identify key suppliers.

- Credit and delivery policies

## **5. Financial Plan (300 – 500 words)**

The financial plan consists of a 12-month profit and loss projection, a cash-flow projection, a projected balance sheet, and a break-even calculation. Together they constitute a reasonable estimate of your company's financial future.

## 6. Conclusion (300 – 400 words)

### Assignment Submission

- There will be three submissions for this assignment as the following:

Submission Week	Due Date	Point covered	Word Count	Marks
First Submission	Week 7	1,2, &3	1. 0-50 2.300-500 3.300-500	5
Second Submission	Week 11	4	4. 300-500	5
Third Submission	Week 13	5 & 6	5.300-500 6. 300-500	5
Instructor's assessment based on the sincere effort and participation in the followings: <ul style="list-style-type: none"> <li>• Class</li> <li>• Blackboard</li> <li>• Discussion Board</li> <li>• Wiki</li> <li>• Blogs</li> </ul>				10
<b>TOTAL MARKS</b>				<b>25</b>

### MGT402 – Assignment Rubric

	Exceeds Expectation	Meets Expectation	Below Expectation
Marks:5 Percentage 100			
Percentage: 50 Marks: 2.5	76-100	51-75	0-50
Requirements	Includes all the required components, as specified in the assignment.	Includes most of the required components, as specified in the assignment.	Includes some of the required components, as specified in the assignment.
Percentage: 50 Marks: 2.5	76-100	51-75	0-50
Content	Demonstrates substantial and extensive knowledge of the materials, with no errors or major omissions.	Demonstrates adequate knowledge of the materials; may include some minor errors or omissions.	Demonstrates fair knowledge of the materials and/or includes some major errors or omissions.

**Answer:**

Given that

Q1)

owners

a) name of the business: tazh halal cosmetics,

Saudi Arabia, Jeddah.

Tazzhalal.com

Q2)

general business description:

A) business is into cosmetic industry, with wide range of cosmetic makeup products, with natural ingredients, which are, chemical free, paraben free, cruelty free.

Mission: to be a competitive firm in cosmetic industry, by providing quality products, which are safe and halal. To run the business with all the ethical standards and right practices and earn a high position in the market.

Goals/Vision: tazh halal cosmetic aims to be a leading firm with satisfied customers. To take the business to a global level and provide quality cosmetic to the world consumers.

B) company philosophy:

a) tazh halal cosmetic will be an ethically driven business, which considers its stakeholders as an important element and satisfying them will be the major priority. Quality products, external and internal customer satisfaction, attaining set goals and running successfully with a competitive strength is the important concern for the business organisation.

- Product will be marketed to both men and women, considering their need and lifestyle habits. They will be segmented by demographic and psychographic factors and are provided with a variety of products.
- Cosmetic industry is in growth stage, because it is ever growing and demanded, cosmetic and makeup products are heavily purchased by all the people globally. I foresee that customers will shift their preference to natural cosmetics, because they are becoming more aware about the product composition which they are using due to wide information available on Internet. They are concerned about their skin and product they are applying on it. In the long run the customers will demand those products which are safer and reasonably priced. Company will take this change as an advantage to position the brand by meeting the customers' need and creating more need with a wide range of cosmetic products and making them aware that they will be provided with such goods which they feel are safe for their skin. A unique natural composition and demand factor will be our competitive strength.
- Our unique product concept and composition is our strength, we are focusing both the male and female customers, we have all the right resources and manpower which are our core competencies. Industry attractiveness, demand and customer's preference change to natural and safe products, right management and talented workforce will be our success factor.
- Our major competitive strength will be our ingredients, composition of the products, its packaging and utilising online platforms to reach out a large number of customers.
- As the owner of the firm, I worked in ABC company which is one of the leading brands in cosmetics, I know the insight of the business and how to make the business successful. With expertise and experience I can take the business to a new level.
- The business will be a partnership with 2 more partners who are well experienced in the same industry and have good knowledge about the product ingredients and its production. Partnership will be suitable for us because we will be having limited liability, and 3 owners equally sharing profits and losses.

Q3)

products and services

a) wide range of products which includes, lipsticks, mascara, foundation, night cream, foot Cream, moisturizer, perfume, soaps, shampoos, nail enamel, which are all provided with natural and safe ingredients in a multipurpose packaging, it's unique feature will be it's travel friendly packaging, multi-purpose Product in a single unit, it will be available in different sizes and Colors combination, Products will be differentiated meeting both the needs of men and women customers.

b)Product features and it's unique concept will give competitive advantage and it will be made available through online and offline stores. It's packaging will be another feature, and it's targeting strategy will also constitute to competitive strength. It will be priced competitively so that large customers will be attracted.

But, there are numerous other brands competing strongly with distinctive features and natural ingredients composition. Which will be a threat.

Q4.

The key strength of the business is not just location-specific and local dishes. This will draw a lot of clients because Café does not limit dishes to a specific geography. Locals will come for new dishes to enjoy and tourists will come for familiar dishes that will be the main cause of the success of the business.

Ambience will be a big competitive strength so that the Café's daily environment can be changed to unique themes that make the customer experience very memorable. Both cafes and restaurants will have identical prices and tastes for their dishes.

Personally, my cooking expertise and interest would attract customers to the café as I would be personally interested in knowing and solving the problems of the customer.

Q5:

#### **The earnings report**

The earnings report shows your revenues, expenses, and profit for a specific period—a snapshot of your business that shows whether or not your business is profitable. Subtract expenses from your revenue to work out your profit or loss. While established businesses normally produce an earnings report each fiscal quarter or once each financial year, for the needs of the business plan, an earnings report should be generated monthly for the primary year. you have a product-based business, the revenue section of the earnings report will look different. Revenue are going to be called sales, and you ought to account for any inventory.

#### **The income Projection**

The income projection shows how cash is predicted to flow in and out of your business. it's a crucial tool for income management because it indicates when your expenditures are too high or if you would possibly need a short-term investment to affect a income surplus. As a part of your business plan, the income projection will show what proportion capital investment your business idea needs.

For investors, the income projection shows whether your business may be a good credit risk and if there's enough cash available to form your business an honest candidate for a line of credit, a short-term loan, or a longer-term investment. you ought to include income projections for every month over one year within the financial section of your business plan. There are three parts to the income projection:

- **Cash revenues:** Enter your estimated sales figures for every month. Only enter the sales that are collectible in cash during monthly you're detailing.
- **Cash disbursements:** Take the varied expense categories from your ledger and list the cash expenditures you really expect to buy monthly .
- **Reconciliation of money revenues to cash disbursements:** This section shows a gap balance, which is that the carryover from the previous month's operations. the present month's revenues are added to the present balance, the present month's disbursements are subtracted, and therefore the adjusted income balance is carried over to subsequent 12 month.

### **The record**

The record reports your business's net worth at a specific point in time. It summarizes all the financial data about your business in three categories:

- **Assets:** Tangible objects of monetary value that are owned by the corporate .
- **Liabilities:** Debt owed to a creditor of the corporate .
- **Equity:** internet difference when the entire liabilities are subtracted from the entire assets.

the connection between these elements of monetary data is expressed with the equation:  $Assets = Liabilities + Equity$  .

For your business plan, you ought to create a professional forma record that summarizes the knowledge within the earnings report and income projections. A business typically prepares a record once a year.