



Kingdom of Saudi Arabia
Ministry of Education
Saudi Electronic University

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

Course Name: Entrepreneurship and small business	Student's Name:
Course Code: MGT402	Student's ID Number:
Semester: First	CRN:
Academic Year: 2024-25-1st	
SEU ELITE	

For Instructor's Use only

Instructor's Name: Dr. Zahra Ghali
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 messages 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

2. 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. Owners, Capital Structure, and Company Profile

a. Business Name, Address, E-Mail

A start up men's clothing company's business plan

1. The owners, company profile and capital

The name and mailing address of the business The business will be called DODGI. The business will have its main office in Jeddah, Saudi Arabia. JEDDAH 11461, Saudi Arabia's King Abdullah Road will be the company's address. For correspondence and business queries, please contact info@DODGIapparel.com. DODGI

b. Form of Ownership

Our organization will be laid out and put as a restricted risk organization and we will furnish it with all the security expected for the organization and furthermore on the grounds that it is a restricted organization it will actually want to effortlessly safeguard its proprietors from responsibility connected with obligations and furthermore guarantees connected with work and this is a vital matter in the style business

C. Investment Capital:

About 3,000,000 Saudi Riyals make up the company's own capital, and the company DODGI was the first to start up. We will utilize this cash-flow to take care of the multitude of expenses of the organization in beginning its activity, as well as the rental costs for the stores and buying the organization's stock, the presence of advertising and social media The work to spread TM and the underlying working costs. We will do this by getting a portion of our own reserve funds and furthermore the investment funds of family, companions and financial backers who support this sort of movement and are keen on the design market in the Realm of Saudi Arabia. (Gretzky, 2010))

2. Company's business description

3. A: Scope and type of work

4. DODGI will be a men's clothing retailer, yet a retailer that practices solely in exquisite men's clothing and is devoted to the cutting edge Saudi man. We will obscure our endeavours and work for us to give an enormous gathering of great garments that join current and exemplary styles. The assortments will incorporate formal and easy-going garments. We will wrap all events and furthermore excursions. We will attempt to fulfil all preferences and complete the garments with extras. (Pesonen, 2014)

Our company's goal is to create a new kindergarten experience that combines global kindergarten trends with cultural aesthetics from around the world.

Our organization will be recognized by giving many garments that were made explicitly

for Saudi men with an emphasis on excellent textures and furthermore dominance of their production.

Our mission is to safeguard the Saudi legacy and become the favoured objective for Saudi men in design, fulfilling all and holy messengers by giving prevalent client assistance. The organization's statement of purpose incorporates: Join contemporary design with Saudi legacy and make the Saudi man more rich, which furnishes us with a novel style and top notch that you like over contenders. The organization has present moment and long haul objectives.

Short-term goals:

The organization will send off its most memorable stores inside the initial three months of activity as it were. Make collaboration on the web and through the virtual entertainment stage and make a completely functional organization application by the main quarter. Nine Euros In the first year, we achieve a very high customer service rate of 90%. (Bull, 2016)

Long-term goals:

Within five to six years, establish numerous individuals and businesses in all Saudi Arabian cities. In the first four years, start one of the exclusive clothing lines. Within eight years, Euros Hour achieves a substantial 25 present market share.

Target Market and Demographics:

Our organization focuses on the age gathering of 20 to 40 years of age. This age bunch is the person who thinks often about great tents, incredible skill and unrivalled craftsmanship. We will likewise endeavour to have our clients essentially be administrators, finance managers and experts who live in metropolitan regions in Saudi Arabia. (Kolvereid, 20006)

We likewise endeavor to think often about the individuals who care about the cutting edge appearance and high level appearance with full regard for principles, customs and customs. The internal composition of this demographic group, which we aim to care about, is frequently high. It is additionally keen on getting excellent garments and elite garments that show their advantage in style.

B. Business Philosophy:

Industry Description: The design business in Saudi Arabia has as of late seen a huge development because of the big league salary of certain representatives, the expansion in exiles, and style and certain individuals have become extremely keen on the worldwide issue. This inspires the company to continue growing and developing its business. DODGI likewise plans to profit from this financial development and endeavour to accomplish a brand by giving present day style that additionally suits all preferences and has great materials.

Core strengths and competencies of the company: Among the qualities of DODGI is that the organization zeros in well on the nature of attire and its appropriateness for all societies, particularly the Saudi culture, and its obligation to excellent and solid obligation to consumer loyalty. The strength of this organization and its capacity to rise lies in its own abilities in covering all the style common on the planet for certain nearby social components, and furthermore in its journey to give the best quality and plan awesome garments. Find a management team with a lot of experience in the fashion industry and global fashion to help Sens Family compete with global corporations. Furthermore, the organization's area should be an essential area. We should likewise forever be glad to accomplish consumer loyalty in a remarkable manner. This will make our possibilities contending more grounded.

Risk Assessment:

Strengths:

We have the most recent plans that were planned explicitly for our organization and are not shown in the nearby market. The organization likewise has a supervisory group with high involvement with the style business. The organization likewise has a huge, elite and great supply of textures.

Weaknesses:

At first, the company incurs a lot of expenses. The business is heavily reliant on unpredictability and unpredictability in consumer trends. The chance to spread TM toward the start is troublesome.

Opportunities:

We have excellent opportunities to expand into additional Saudi Arabian regions. We should focus on the vehicle and online market patterns. The developing design industry inside the Realm of Saudi Arabia.

Threats:

There are financial changes that may incredibly influence purchaser spending and this is probably going to decrease Benefits intense rivalry among different brands

There are a few disturbances in the supply chain

Competition and strategies:

DODGI faces serious rivalry between renowned brands and nearby stores. To conquer this opposition, the organization should zero in on giving present day and top of the line items that nobody can get in different stores. Our competitive strategy will include utilizing all local insights by implementing some efficient support and marketing campaigns to construct a larger TM, all while providing exceptional customer service and a marketing experience that is second to none. We can likewise improve our client connections and make areas of strength for them through consumer loyalty and individual help. The organization partakes in an extraordinary place that gives it a benefit in the Saudi design market by giving excellent and good garments for all preferences, particularly money managers, representatives, and the top of the line class. It likewise has a social association with Saudi dress that makes it a main and unrivalled organization. Through a solid marketable strategy, the organization is getting ready to accomplish every one of its objectives and make an understood and huge effect in the business DODGI. (Drnovšek, 2010)

REFERENCES

Bull, J. W.-H. (2016). *Strengths, Weaknesses, Opportunities and Threats: A SWOT analysis of the ecosystem services framework. Ecosystem services, 17, 99-111.*

Drnovšek, M. W. (2010). *Entrepreneurial self-efficacy and business start-up: developing a multi-dimensional definition. International journal of entrepreneurial behavior & research, 16(4), 329-348.*

Gretzky, W. (2010). *Strategic planning and SWOT analysis. Essentials of strategic planning in healthcare, 1(12), 91-108.*

Kolvereid, L. &. (2006). *New business start-up and subsequent entry into self-employment. Journal of business venturing, 21(6), 866-885.*

Pesonen, H. L. (2014). *Evaluating the climate SWOT as a tool for defining climate strategies for business. Journal of Cleaner Production, 64, 562-571.*