

**College of Administrative and Financial Sciences**

**Assignment 3**

**Deadline: 07/12/2019 @ 23:59**

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| Course Name: Entrepreneurship and Small Business  | Student’s Name: |
| Course Code: MGT402 | Student’s ID Number: |
| Semester: I | CRN: 10282 |
| Academic Year: 1440/1441 H |

**For Instructor’s Use only**

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| --- |
| 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.
* 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.

**Department of Business Administration**

**Entrepreneurship & Small Business - MGT 402**

**Assignment - 3**

**Submission date: End of Week 14 (07/12/2019)**

**Marks: 5**

**Learning Outcomes:**

1. Design a solid projected financial Plan and conduct a breakeven analysis for a small company. (Lo 2.5).
2. Demonstrate a solid understanding of the potential of entrepreneur in today's competitive business world. (Lo 1.2).
3. Describe the importance of creativity and innovation which are the integral parts of entrepreneurship. (Lo 1.1)
4. Demonstrate ability to think independently and systematically on developing a viable business model (Lo 1.3 & 3.7).

**Assignment: 3**

**Choose any venture idea you would like to undertake and provide the following:**

**1-      Brief explanation of the idea and what are the consumers’ needs it will address (200-300 words) (1 mark).**

**2-      Evaluate the financial potential of the idea with proper and realistic justifications (200-300 words) (1 mark)**

**3-      Discuss how you realized the potential of this idea (100 words) (1 mark)**

**4-      Analyze the size of the market of your idea (300-500 words) (1 mark)**

**5-      Briefly discuss your competitions, existing substitutes to your ideas, threats of new entrants (300-500 words) (1 mark).**

**Assignment specific instructions:**

**1-      Properly reference any used sources using APA-Style referencing.**

**2-      The suggested word-counts is for guidance only. You will be marked based on quality of your work, not the quantity.**

**Answer:**

1.

2.

3.