# Unit 1 Assignment - Project Proposal

# Amon-Ra

# Herzing University

BU695 Graduate Capstone

**INTRODUCTION**

For the capstone project, I will create a business plan. The business plan will serve as my master project for the Masters of Business Administration in Technology Management program.

**COMPANY PROFILE**

The selected business is a new startup that is structured as a limited liability company (LLC). The name of the company is Zanzibar Spice, LLC. This business is registered in the state of Georgia as a single member limited liability company, and was formed in March of 2020.

The company was founded as a manufacturer of coffee. There are many different types of coffee throughout the world yet this company is a specialty coffee company focusing on the production of Zanzibar spice coffee.

The creation of this product begins with the coffee bean. Green coffee beans will be purchased and roasted inhouse by the company. The coffee beans will be sourced from the Kilimanjaro region of Tanzania. The final product will be coffee that contains the flavors of Zanzibar. Zanzibar is a semiautonomous federated portion of Tanzania and is an island off the coast of the mainland. Zanzibar is known for its spices and was thus titled as the “Spice Island”. Hence the company, Zanzibar Spice, LLC, was named after the historical status of Zanzibar and its spices.

Although Zanzibar Spice, LLC is a manufacturer, it will begin its operations by offering a product line of coffee for retail purchase for consumers. Future expansion includes increased capacity in order to occupy supplier space. Tea and spices with eventually to added to the line of available goods. All spices will be imported from the island of Zanzibar for authenticity and quality.

**COMPANY SELECTION**

There are a few reasons for selecting Zanzibar Spice, LLC as the company to fashion a business plan after. One such reason is that I believe the greatest testament to my understanding of the Herzing University’s MBA program would be the real-world application of what I have learned, by taking a project and changing its status into a live project.

Another reason for selecting Zanzibar Spice, LLC is due to the company being founded by myself, Amon-Ra. Zanzibar Spice, LLC is my project in the pursuit of becoming an entrepreneur, diversifying my income streams, and my quest to create a sense of employment stability in what I view as an unstable job market. I don’t like many of the business practices I seen in the work environment and I believe that I can create a better environment that I have witnessed. One important task that must be done when creating a business is to have a business plan. At the moment, I need a business plan. That plan will serve as my road map to guide the direction of the business.

**LEARNING OBJECTIVE**

From this project, I hope to gain an understanding of what is needed to create a business plan. It is my desire to learn to plan accordingly in the creation of a business by using the various topics covered throughout the Herzing University’s MBA program. Additionally, I hope to not only learn how to make someone else’s business successful yet to also learn what is necessary to crate a successful business of my own.

References:

Beech, W. (1999). Black enterprise guide to starting your own business. New York, NY: Wiley

Spangler, M. (2016, August 31). Zanzibar: A taste of Africa's Spice Islands. Retrieved from https://www.cnn.com/travel/article/zanzibar-africa-spice-islands/index.html