

**RUAHA CATHOLIC UNIVERSITY**  
**RMS 121**  
**SMALL BUSINESS AND ENTREPRENEURSHIP**

**Assignment I**

**Instructions:**

1. *This is a group assignment.*
2. *The assignment weighs 20 coursework marks.*
3. *The document should be typed using Font: size-12, type-Times New Roman*
4. *The document should be 15 to 30 pages long.*
5. *Deadline for submission of the work is Wednesday, May 11<sup>th</sup> 2022.*
6. *Submit both soft and hard copy of your work. The soft copy should be sent to: samjsam@live.com*

**Goal of the assignment**

The goal of this assignment is to provide students with the business education, business skills, and motivation necessary to create a viable business in their own competitive environment that expose them to some of the challenges inherent with starting enterprises.

**TASK:** Write a business plan using the following outline. Your business should be ICT-related.

**1.Executive summary**

**2.Business / Company description**

- 2.1 Industry overview:
- 2.2 Company/ business description:
- 2.3 Descriptions of products/services:
- 2.4 Business/ company positioning
- 2.5 Company/ business pricing strategy

**3.Production plan/ Service description**

- 3.1 Production and operation processes
- 3.2 Cost of products/ service development
- 3.3 Labor Requirements
- 3.4 Expenses and Capital Requirements

**4.The market & Competition**

- 4.1 Customers
- 4.2 Market Size and Trends
- 4.3 Competition
- 4.4 Estimated Sales

**5.Marketing & Selling strategy/ plan**

- 5.1 SWOT ANALYSIS
- 5.2 Marketing strategy
- 5.3 Method of Sales
- 5.4 Advertising and Promotion

## **6.Management/ Organization**

- 6.1 Description
- 6.2 Organisational Structure
- 6.3 Ownership
- 6.4 Board of Directors/ Board of Advisors
- 6.5 Support Services

## **7.Financial Plan**

- 7.1 Financial Risks
- 7.2 Descriptive financial plan (extracts from financial annexes)

## **8.Supporting Documents/ Annexes**

- 8.1 Funding Requirements
- 8.2 Cash flow statements
- 8.3 Balance sheet
- 8.4 Income statement