**General Instructions:**

* In this group project, students should develop a business proposal from scratch.
* The company presented in the business proposal should adopt an innovative business model.
* The company presented in the business proposal should not exist in reality.
* The competitive advantages of the company should be built on information systems (only limited to the information systems learnt from this subject)

**Formatting:**

* **Total Page Length:** 20 – 25 pages
* **Spacing:** Double Spacing
* **Font Size:** 12
* **Margin:** 2.54 cm per Side

**Detailed Guidelines (Key Components):**

1. **Cover Page (1 page)**
   * **Details of the Business**
     1. Name
     2. Address
     3. Telephone Number
     4. Logo
   * **Details of the Group**
     1. Students' IDs
     2. Names
     3. Section Number
     4. Date of Submission
     5. Teacher's Names
     6. Subject Name
2. **Executive Summary (about 1 page)**
   * A Brief Introduction and Summary of Your Business Plan
     1. Brief Description of Your Business
     2. Problems that Your Business Aim to Solve
     3. Target Market
     4. Financial Highlight
   * Attractive to Investors
3. **Table of Contents, List of Tables, List of Figures**
4. **The Business (Around Six Pages)**
   * Description of the Business
   * Industry Analysis (You may use any tools), e.g.,
     1. PESTLE
     2. Porters Five Competitive Forces
     3. SWOT
   * Vision Statement and a Vision Trigger (Slogan)
   * Business Objective (SMART)
     1. Specific
     2. Measurable
     3. Achievable
     4. Realistic
     5. Timely (Time-bound)
5. **Business Operation (About Eight Pages)**
   * Marketing Mix
     1. Product/Service
     2. Price
     3. Place
     4. Promotion
   * Competitive Analysis
     1. Four to Five Major Competitors
   * Legal Structure and Management Expertise
   * Organisational Structure
6. **Financial planning tools (about two pages)**
   * Cash Flow Projection
   * Balance Sheet
   * Break-Even Analysis
   * Income Statements
7. **Summary and reference list (about 1-2 pages)**

**FURTHER GUIDELINES ON THE PROJECT:**

1. You will form a team with no more than **six members on your own**.
2. All team members must come from the same section.
3. Teams must be formed by **Week 2**.
4. Project titles and a corresponding summary should be sent to the instructor by **Week 3**.
5. Teams should complete Group Membership Form and send to the instructor by **Week 3**
6. Follow the APA guidelines for references and in-text citations.
7. Please **DO NOT use Wikipedia** as a reference.
8. Provide a complete and accurate list of "References." Each claim should be supported by at least one citation***.***
9. **Note that plagiarism is a severe offence. Any group committed plagiarism will get a zero for the project.**
10. The project/proposal must be written in English Language only.
11. Your team must submit both the hard and soft copy (in word format) of your report. Your team should also submit all the data collected in the process for the record-keeping purpose (if any).
12. Please name the file of the soft copy using the group number and section number, e.g., “G1\_1004.docx”.
13. **Late submissions**: Assignment submission after the due date will be considered late. Late submissions will be subjected to a penalty of 20% of the total points. No submission will be accepted after one week beyond the due date.

**Submission Deadline:** Week 13

**Presentation: Week** 12-13