

ENTREPRENEURSHIP DBEN3110

Department : Faculty of Business Management & Globalization
Course Name :

GROUP
ASSIGNMENT 1
Marks: 75
15%

Semester : Aug-Dec 2025
Commence Date : Week 1
Deadline Date : Week 4
Unit Controller : M. Mahlomola
Unit Lecturers : H. Posholi, T. Mafeeo, S. Maama & M. Mots'omots'o

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Assignment Brief

Discover a business opportunity in any market of your choice in Lesotho and develop a business case of the identified opportunity addressing the following:

-Business Description (Who are you? What do you do? Who are you doing it for? Why do you do it for them? Why do you think they will choose you)?

-Target Market (Serviceable Obtainable Market), segments and market size

-Description of the market need (problem) and the proposed value proposition (solution)

-Product or Service Description (Highlight its value features)

Objectives

- To make students appreciate the ideation phase of entrepreneurship.
- To equip student with entrepreneurship skills essential in developing commercially viable ideas.

Learning Outcomes

- Students who can develop a commercially viable business idea.
- Students who can develop market relevant business cases.

Instructions.

1. All questions must be answered in one report.
2. Format your assignment using:
 - a) Font Types: Tahoma
 - b) Font size : 12 with 1 ½ spacing and justified your answer.
 - c) NOT less than 5 pages
3. The assignment is to be presented therefore students are expected to develop a power point presentation for this assignment and submit a word document addressing points in the assignment brief in the detailed manner

NB. The assignment covers 15% of your course work

Marking Key

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| Introduction | 5 |
| Assignment Structure | 5 |
| Business Description | 25 |
| Description of a Targeted Market ,Segment(s) and Market Size | 15 |
| Description of the Market need (Proposed value proposition) | 10 |
| Product/service Description | 10 |
| Conclusion | 5 |
| TOTAL | 75 |