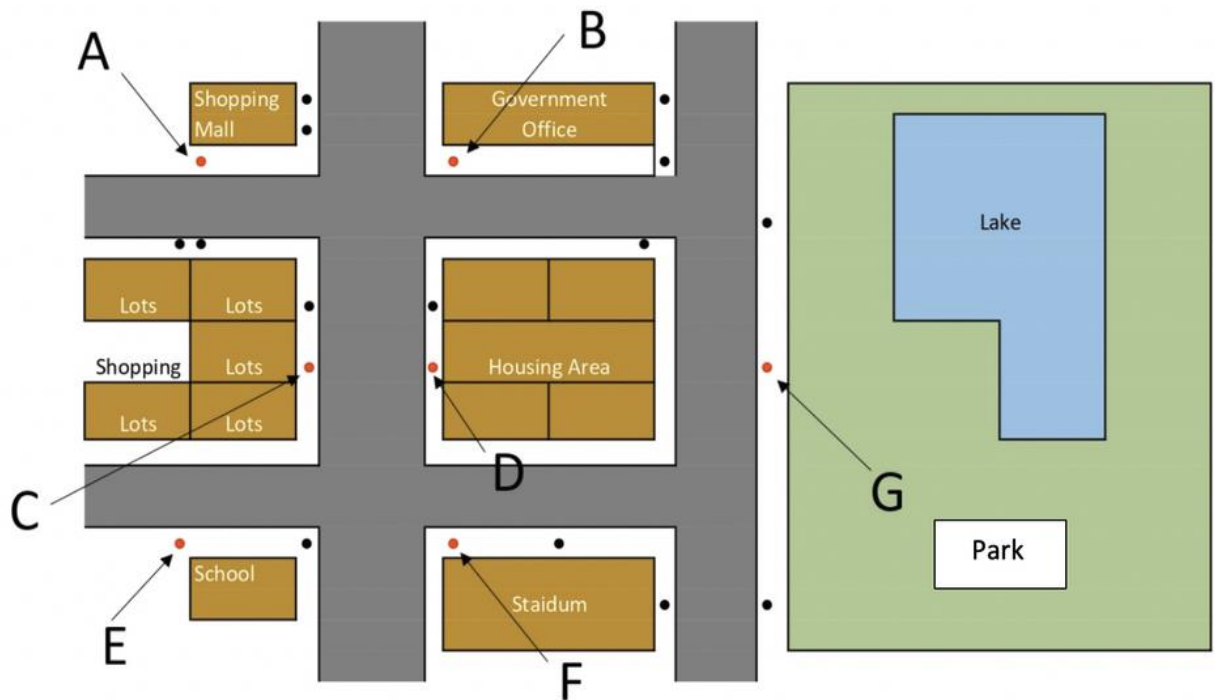


STID 3154: IT ENTREPRENUERSHIP

ASSESSMENT 2



Study this diagram and write and submit a simple report for the following issues.

1. You are planning to open a roadside stall selling food and drinks. Which location do you choose to setup your stall and explain why? **(2 Marks)**
2. Who are your target customers and explain why? **(2 Marks)**
3. What are you going to sell and explain why? **(3 Marks)**
4. How do you get your funds to do this business and how do you use them? **(3 Marks)**
5. Who are your direct competitors? **(3 Marks)**
6. When is your business operation time and why (include day in a week)? **(3 Marks)**
7. What are your strategies to attract customers? **(4 Marks)**

Please write detail your name, matric number, and group name accordingly