Technological University of the Philippines

**College of Liberal Arts**

**ENTREPRENUERSHIP AND MANAGEMENT DEPARTMENT**

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Course/Section: BSIT-4A-M

**Activity No. 1**

**Introduction to Entrepreneurship**

As a student and as a future entrepreneur, if you will be given the chance and opportunity to run a business, what would it be? Creatively draw that future business of yours digitally or freehand made. Explain why?

A person sitting at a computer

Description automatically generated

So, starting an **e-commerce store** is a great idea because it's super flexible and accessible. First, you don't need to rent a physical store or hire a lot of employees to get started. You can run it from home with minimal upfront costs. Plus, more people are shopping online now than ever before, especially after the pandemic, so there's a huge market of potential customers.

It’s also scalable. You can start small, like selling niche products or handmade goods, and then grow as demand increases. You can target specific audiences or expand internationally without much hassle.