

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

A1: BUSINESS OPPORTUNITY ASSIGNMENT (30%)

INSTRUCTIONS

- This is an individual assignment.
- The student need to choose a business project (product (s)/ service (s)
- Plan the activities independently where student identify a products/ services to sell at any time within the semester for a period of one (1) day to thirty (30) days only.
- Prepare a report using the guidelines provided.

TEMPLATE

- a. Cover Page
- b. Table of Content
- c. Executive Summary
- d. MyENT Registration
- e. Project Description
- f. Business Model Canvas
- g. Experiential Learning
- h. Conclusion
- i. Appendices

BUSINESS OPPORTNITIES EVALUATION

For this assessment, the areas (evaluation dimensions) identified below is used to assess the student's work by specifying a score based on the descriptors delineated in the rubric form.

- a. **Preliminary Materials**
 - This includes cover page and table of content
- b. **Executive Summary**
 - Briefly explain the business opportunity and the business activity conducted
- c. **Project Description**
 - Give a brief introduction and explain the background of your business activity
 - Mention the main points that you will be discussing in your report (product/service, customer, location, reasons for choosing that particular product/service)
 - What are the strategies and approaches that you take (focus on 4Ps)
 - State the source where you obtain financial assistance to start the business activity
 - Show simple financial statement

d. Business Model Canvas

- Construct BMC based on the activities that has taken place by filling in all 9 blocks

e. Experiential Learning

- Describe what you have experienced and learnt when doing the activity

f. Conclusion

- Whats your stand about the business activity conducted
- How it change your perception on entrepreneurship

g. Appendices:

- Put any relevant information about the business activity
- Examples link to tiktok about how you do promotion, pictures of product/ service chosen, snapshot conversation with customer, customers testimonial, snapshot of FB and Instagram that show you conduct business

A3: BUSINESS PLAN REPORT (50%)

INSTRUCTIONS

- Form a group of 4 to 5 members.
- The group need to prepare a business plan for a selected business.
- It is good if the group are able to find one existing business as a role model (optional) as guidance in preparing the business plan.
- A letter from the lecturer can be prepared to assist the students to visit the business.
- The group need to write the business plan using the template given.

TEMPLATE

- a. Preliminary Materials
- b. Executive Summary
- c. Business Background
- d. Partners Background
- e. Administration Plan
- f. Marketing Plan
- g. Operation Plan
- h. Financial Plan
- i. Conclusion
- j. Appendices

BUSINESS PLAN EVALUATION

For each of the business plan component areas (evaluation dimensions) identified below, use the evaluation rubric to assess the student's work by specifying a score based on the performance ratings and descriptors delineated in the rubric form.

a. Preliminary Materials;

- Cover Page to include the following information:
 - Name of University
 - Faculty
 - Name of Assignment & Business Name
 - Name(s) of the student(s) & Matrix Number
 - Group
 - Name of Lecturer
- Table of Contents to include the major sections of the plan and page numbers.

b. Executive Summary:

- Briefly summarize the business plan.
- The executive summary should provide an overview of the business and it has to be written last after the business plan is complete.
- It has to be **ONE page & ONE paragraph.**

c. Business Background

- This section should provide a description of the business and should incorporate the following elements:
 - Basic information about company include legal form (partnership)
 - Reasons for Starting the Business
 - Purpose of Preparing Business Plan

d. Partners Background

- This section should provide a brief information of the partners.

e. Administration Plan

- The description should incorporate the following elements:
 - Business Mission and Vision
 - Business Logo & Description
 - Organizational Chart
 - Administration Personnel Schedule (include task & responsibilities)
 - Remuneration Schedule
 - Administration Budget

f. Marketing Plan

- The section should incorporate descriptions and analyses of the following elements:
 - Product/ Service Description
 - Target Market
 - Market Size & Sales Forecast
 - Competitors Analysis & Market Share
 - Marketing Mix (Product, Pricing, Place (Distribution Channels), Promotion (Advertising, Media Usage, Public Relations, Web/Social Media Presence, etc.)
 - Marketing Budget

g. Operational Plan

- The description should incorporate the following elements:
 - Process Planning
 - Operation Layout
 - Production/ Capacity Planning
 - Material Requirement Planning
 - Machine & Equipment Planning
 - Location
 - Business and Operation Hours
 - Operation Personnel Schedule (include task & responsibilities)
 - Remuneration Schedule
 - Permits/ Licenses Requirement
 - Operation Budget

h. Financial Plan

- The section should incorporate descriptions and analyses of the following elements:
 - Operational Budgets (Administration Budget, Marketing Budget & Operation Budget)
 - Project Implementation Cost & Sources of Financing
 - Pro-Forma Cash Flow (3 years)
 - Pro-Forma Income Statement (3 years)
 - Pro-Forma Balance Sheet (3 years)

i. Conclusion

- Explain your stand about the proposed business

j. Appendices

- Put any relevant information about the business
- The partnership agreement
- Business registration form

A4: BUSINESS PITCHING (10%)

INSTRUCTIONS

- The team members choose one representative to represent the group for pitching.
- The representative need to pitch based on the information written in the business plan report.
- The duration of the pitching is 5 minutes.
- For the question and answer session other team members (except the presenter) has to be prepared and ready to answer any questions posed by the examiner.

BUSINESS PITCHING EVALUATION

For this assessment, the areas (evaluation dimensions) identified below is used to assess the business pitching by specifying a score based on the following:

- a. Introduction
- b. Content
- c. Defense Ability
- d. Fleuncy & Clarity
- e. Audio Visual
- f. Non Verbal Communication
- g. Time Management
- h. Preparedness