

Final Report and Presentation

BUS 402 (Lab)

Course Teacher: Towfiq Ahmed

As part of your BUS 402 course, you are tasked with developing a comprehensive business plan and presentation that showcases your understanding of key entrepreneurial concepts. This assignment is designed to give you the opportunity to apply theoretical knowledge to a practical, real-world business scenario. The expected content of your report is discussed below.

Your report is expected to cover:

1. Business Description and Tagline

Describe the business you are proposing, including its purpose, mission, and vision. Include a concise tagline that encapsulates the essence of your business.

2. Market Gap

Identify the specific market gap or problem your business is addressing. Explain how your business uniquely solves this problem or fills the market gap.

3. Product or Service Description

Provide a detailed description of your product or service, including features, benefits, and how it addresses the identified market gap. If applicable, include information about any intellectual property or proprietary technology that your business owns or plans to develop.

4. Business Model

Explain your business model, including how you plan to generate revenue (e.g., direct sales, subscription model, freemium, etc.). Discuss any recurring revenue streams and how your model supports scalability.

5. Operations Plan

Outline the key operational processes and strategies for your business, such as production, supply chain management, distribution, and logistics. Discuss any plans for hiring and staffing, including roles and responsibilities. Do a value chain analysis

6. Competitor Analysis

Identify and analyze your key competitors in the market. Compare your business to these competitors in terms of product offerings, pricing, target market, and unique value proposition. Discuss any competitive advantages your business may have.

7. 5-Year Revenue and Cost Forecast

Provide a detailed 5-year financial forecast, including revenue and cost projections. Break down your forecast by product or service line, if applicable. Explain the assumptions and methodology used to create your forecast. Establish detailed price of your product.

8. Marketing Plan

Outline your marketing strategy to attract and retain customers. Include details on your target market, value proposition, and messaging. Describe the marketing channels and tactics you plan to use, such as social media, content marketing, advertising, partnerships, etc. Set measurable marketing goals and KPIs.

9. Legal and Regulatory Considerations

Outline any legal and regulatory requirements your business must comply with, such as licenses, permits, and industry-specific regulations. Discuss how you plan to navigate these requirements and ensure compliance.

10. Initial Chart of Investment Required

Provide an overview of the initial investment needed to launch your business. Break down the investment into categories such as product development, marketing, operating expenses, and other startup costs. Specify potential sources of funding, such as personal savings, loans, investments from family and friends, venture capital, etc.

Report Guidelines

Format

Use a clear, professional font (e.g., Times New Roman, Arial) with a font size of 11-12pt and 1.5 line spacing.

Ensure headings and subheadings are consistent in format (e.g., bold, larger font size) and provide clear section delineation.

Use charts, graphs, and tables to illustrate data and trends where appropriate.

Maintain proper grammar, spelling, and punctuation throughout the report.

Ensure your report is well-organized and flows logically from section to section.

Presentation Guidelines

Structure

1. Introduction: Introduce yourself and provide a brief overview of your business concept.
2. Main Points: Present the key elements of your business plan, following the same structure as the report (e.g., business model, operations plan, etc.).
3. Visuals: Use slides to present key points, data, and visuals (graphs, charts, images) that enhance your presentation.
4. Conclusion: Summarize the key takeaways and end with a call to action or a closing statement.

5. Q&A: Be prepared to answer questions from the audience.

Professionalism

1. Dress appropriately for the presentation.
2. Display a positive and enthusiastic attitude about your business idea.
3. Handle questions and feedback from the audience with professionalism.

Submission Guidelines:

The CR will meet me on Sunday (21 April, 2024). We will decide on a date that day.

And the class in Wednesday (24 April, 2024) will continue as usual. We will discuss the content of the report that day.