1. What is entrepreneurship and its principles (1 point)

Entrepreneurship – the process of starting, organizing, managing, and assuming the responsibility for a business

Entrepreneur’s principles:

* Vision for the future
* Respect your people
* Solve Problems
* Always learn
* Take risks
* Respect your customers
* Respect your investors
* Build and nurture relationships
* Inspire with your leadership
* Stay persistent
* Measure everything
* Stay innovative

2. Ways of the state support for small business. Give the examples (1 point)

State support in Ukraine:

* **Financial support**: state lending programs, providing guarantees for obtaining loans, with partial compensation; Grant programs for start-ups and innovations (eg Grants for processing businesses, Grants for opening new businesses); Credit program for companies that, due to the aggression of the Russian Federation, need additional financing for the implementation of export contracts; state lending programs,.
* **Tax benefits**: Reduced corporate income tax rates for small businesses; Simplified procedure for filing tax returns; Special taxation regimes, such as the simplified taxation system.
* **Business support services**: Mentoring and training for entrepreneurs.
* **Export promotion**: Management of the Office for promotion of exports on international markets.
* **Access to finance**: Measures to improve access to financing and reduce the cost of borrowing.
* **Regulatory reforms**: Ongoing efforts to simplify rules and reduce red tape; Initiatives to create a favorable business environment for SMEs.
* **Expanding access to markets**: involvement of small and medium-sized businesses in the implementation of scientific, technical and socio-economic programs, supply of products (works, services) for state and regional needs
* **Development of online platforms for access** to alternative financing methods (for example, a factoring platform for public procurement).

3. Advantages and disadvantages of small business. (1 point)

|  |  |
| --- | --- |
| Advantages | Disadvantages |
| Doesn’t need a lot of money for starting | Limited financial resources |
| Not needed a lot of workers | Lack of clear hierarchy in management |
| Speed of decision-making | Narrow circle of suppliers can lead to dependency |
| Development of the local economy |  |

4. Choose any known product or service. Analyze what idea became the basis of further business. What are the reasons of success (2 points)

Business - Apple Inc

Innovation: Apple's success can be attributed to its continuous innovation in product design and technology.

User Experience: The company prioritizes the user experience, resulting in user-friendly and aesthetically pleasing products.

Ecosystem: Apple has built a strong ecosystem with devices, software, and services that work seamlessly together, creating customer loyalty.

5 Types of enterprises in Ukraine (by legal form). What form will you choose for your business and why (1 point)

* joint-stock company
* limited liability company
* an additional liability company
* full partnership
* limited partnership

For my business I will chose full partnership, because for starting it would be enough, but after it may be changed to something else with better taxation form

6 Describe the types of business associations and give the difference between them (1 point)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Associations | Corporation | Consortia | Concerns |
| Form | Contractual association | Join-stock company | Form of temporary associations f enterprises | Multi-sector complex of enterprises |
| Purpose | Permanent coordination of the economic activities of the united enterprises | Combines the activities of several firms to achieve common goals | Solving specific tasks and problems, implementing. large investment, scientific and technical, social, environmental projects | Joint promotion of tasks-and interests |
| Responsibilities | does not have the right to interfere in the economic activities of the enterprises. By decision of the participants may be authorized to represent their interests in relations with authorities, other enterprises and organizations | responsible for the debts-and taxes of all enterprises that are -part of it, and is an independent entity of entrepreneurial activity | enterprises retain complete independence, submitting to joint management only in the-part of activity related to the-goals-of the consortium | structural units retain their production and economic independence, but are subject to a single management through control |

7 Give the description of your chosen business (idea, customers, main activities, unique proposition, costs, revenue sources, ways of promotion) (3 point)

Business idea – Creating microchips for drones, after creating own drones and so on

Customers – Government (for army), Photographers, People who would like to try

Main activities – Manufacture of the microchips and drones

Unique proposition – Manufacture will be located in Ukraine and with this reason it should costs less than general propositions on the market. Also, if business will be successful, then we may create apps and some additional services for drones

Costs – proposition on market – 50-100$ for each microcontroller, and our price should be less, because we will not have costs for transfer. Additional services will be calculated if manufacture become successful

Revenue sources –

B2G - Government contracts

B2B – Selling drones for commercial usage or for selling

B2C – Selling drones for general people

Ways of promotion –

1. Create a manufacture of creating 1 type of microchips and try to create drones based on other components
2. If success – add more microchips
3. When each component become from our manufacture, create some services: for learning, for flight control, create a drone with easy changeable payload, create some platforms of drones, create unique types of drones and so on