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|  | **[ENTREPRENEURSHIP]**  **[BSCS/BSIT- Semester-Section]**  **Department of Computer Science**  **Bahria University, Lahore Campus** |

**Assignment : [1]** Date: 5 Nov, 2023

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| **Evaluation of CLO** | **Question Number** | **Marks** | **Obtained Marks** |
| **CLO1: Enabling students to think and plan for execution of viable business idea into a new venture.** | 1 | 10 |  |
|  |  |  |
| **Total Marks** | | **10** |  |

**Question 1. Keeping in view the current trends and literature, develop a business idea and prepare a document along with following information.**

* Name of the organization
* Nature of the venture
* Website of the venture
* Address of the venture (that can be BIC, office, or home)
* Description of the entrepreneurial idea
* Financial requirements to execute and run the new venture for at least 6 months.

**Name of the Organization:** TradeHive Inc.

**Nature of the Venture:** E-commerce and Online Trading Platform

**Website of the Venture:** [www.tradehive.com](http://www.tradehive.com/)

**Address of the Venture:** Headquarters: 123 Main Street City, State, Zip Code

Description of the Entrepreneurial Idea: TradeHive Inc. is a cutting-edge e-commerce and online trading platform that caters to both individual and business customers seeking to buy and sell a wide range of products, including electronics, clothing, home goods, and more. The platform leverages the latest technology trends to provide a seamless and user-friendly experience for traders, offering features like AI-driven product recommendations, secure payment processing, and real-time market analytics.

TradeHive focuses on connecting buyers and sellers across the globe, facilitating international trade and making it easier for entrepreneurs to source and sell products. It's designed to be a one-stop solution for traders, offering a user-friendly interface, robust seller tools, and a secure and efficient payment gateway.

**Financial Requirements:** To execute and run the new venture for at least 6 months, TradeHive Inc. estimates the following financial requirements:

1. **Startup Costs:** $500,000
   * This includes expenses for website development, IT infrastructure, initial marketing, legal and regulatory compliance, and hiring key personnel.
2. **Operational Expenses for 6 Months:** $1,200,000
   * This covers salaries, rent, utilities, server maintenance, marketing campaigns, customer support, and other ongoing operational expenses.
3. **Working Capital:** $300,000
   * This provides a buffer for unexpected costs and fluctuations in trading activity.
4. **Total Required Capital:** $2,000,000