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|  | **[Entrepreneurship]**  **[BSCS – 4 - A Morning]**  **Department of Computer Science**  **Bahria University, Lahore Campus** |

**Assignment : 2** Date: 05 Nov, 2023

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| **Evaluation of CLO** | **Question Number** | **Marks** | **Obtained Marks** |
| **CLO1: Implementing the knowledge to develop and execute a business idea.** | 1 | 10 |  |
|  |  |  |
| **Total Marks** | | **10** |  |

**Question 1. Keeping in view the assignment 1, lectures, and class discussions, prepare the assignment by ensuring the following information in it.**

* **Official name of the new venture.**
* **Logo of the new venture.**
* **Website of the new venture.**
* **Phone number of new venture.**
* **Office address of the new venture.**
* **Description of the main entrepreneurial idea.**
* **Financial details to execute and run the venture for at least six months.**
* **Details about business model**

**Official Name of the New Venture:** TradeLink Ventures Ltd.

**Logo of the New Venture:** [Include a visual representation of the logo - you may describe it or create a simple mock-up]

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

**Phone Number of the New Venture:** +1-123-456-7890

**Office Address of the New Venture:** TradeLink Ventures Ltd. 456 Stock Avenue Financial District, City, Zip Code

**Description of the Main Entrepreneurial Idea:** TradeLink Ventures aims to revolutionize the commodity trading landscape by providing a technologically advanced, user-friendly platform for individuals and businesses. The platform facilitates seamless buying and selling of various commodities, leveraging real-time market data, advanced analytics, and a secure trading environment.

**Financial Details to Execute and Run the Venture for at Least Six Months:** Estimated Initial Capital: $1,100,000

Breakdown:

1. Technology Development: $300,000
2. Marketing and User Acquisition: $200,000
3. Operational Expenses: $500,000
4. Contingency and Expansion: $100,000

**Details About the Business Model:** TradeLink Ventures operates on a commission-based business model. The platform charges a nominal fee for each successful trade conducted by users. Additionally, premium features such as advanced analytics and personalized trading insights may be offered through a subscription model, providing an additional revenue stream.

Key Revenue Streams:

1. **Transaction Fees:** Charged on each successful trade conducted on the platform.
2. **Subscription Fees:** For premium features and insights.
3. **Partnerships:** Collaborations with commodity producers or sellers for featured listings.