**Entrepreneurship BS-CS**

**Spring 2022**

**Assignment 3**

**Due Date: Sunday May 29th**

1. **This is an individual assignment.**
2. **DO NOT copy or work together. Each semester a number of students get zero in their assignments because they chose to copy each other. There will be no appeal or resubmission in case of copying.**

Assignment:

1. In a single paragraph, explain what your business idea for Project 2 is.
2. Write the “Concept Statement” for your business idea that you will be using in Project 2 to test product desirability
3. Prepare a sample questionnaire for your product demand testing.

Notes:

* This is an individual assignment and must be done by you, not as a team. Having ready two concept statements and questionnaires will allow you to pick the better one for your project. You will get feedback in time to do your project.
* Details matter – justify why you feel this is a good business idea.
* Give enough thought to both concept statement and questionnaire. Concept statement should be written in such a way that it elicits helpful feedback. Questionnaire should be designed to provide you with the most necessary information required for making future business decisions.

Submission guidelines on next page.

**Submission Guidelines:**

**General instructions:**

* Make sure that the following information is put in the upper right-hand corner of the first page as shown:
  + Name
  + Roll number
  + Section
  + Assignment number
  + Date of submission.
* Late submissions - especially after the rest have been marked - will not be marked at all.

**Submission**

* Assignments must be submitted in the folder created on the Google Class website.
* Submit a downloadable copy in either MS Word, or PDF, or other WP program.
* DO NOT submit links to Google docs, or personal Cloud drives, or any other online website.
* Ensure that your file was actually uploaded. Each semester some students get a zero because they submitted an assignment with no file attached.