



BUS 250
Business Organization and Management

Business Plan

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Deliverable 1 – 10%
Group

Summer 2021

Name of the Student:

- 1.
- 2.
- 3.

GUIDELINES

The main purpose of this project is to develop a **business plan** (Your own future business) for *imaginative*. Complete the assignment **according to the instructions**.

“STARTUP” BUSINESS PLAN

1. BUSINESS DESCRIPTION

Provide basic information about the company, including:

- a. The business name
- b. Short description of your company (who are you, where and why)
- c. Location
- d. Mission statement (*describe the purpose of the business*)

2. TARGET MARKET

- a. What is your target market? (Local, international)? Explain why.
- b. What type of customers do you target? (*Age, hobbies, gender, etc.*)

3. PRODUCTS AND SERVICES LINE

- a. Briefly explain what you will sell by listing down the products and/or services (*bullet points min 5*)
- b. *Identify the industry (Foodstuff, Education, Construction, Energy, Fashion, Financial, Tourism, Mechanical engineering etc.). (see list <https://www.ilo.org/global/industries-and-sectors/lang--en/index.htm>)*

4. GOALS

- a. List min 4 things you want to achieve in 1 year
- b. List min 4 things you want to achieve in 5-20 years

5. PLAN OF ACTION – STRATEGIC PLAN

- a. Choose one **short term goal** and create plan that describes how you will achieve that goal. (steps - bullet points)
- b. Choose one **long term goal** and create plan that describes how you will achieve that goal. (steps - bullet points)

6. ETHICS AND SOCIAL RESPONSIBILITY

- a. Give examples of actions that your company will take towards social responsibility.
- b. Describe some of the environmental activities – *green management practices* your company will be involved in.

Don't forget the COVER PAGE

REFERENCES: (use the link from Moodle to create APA style references)

GRADING RUBRIC

Deliverable I

CONTENT	POINTS
1. BUSINESS DESCRIPTION	10 pts
2. TARGET MARKET	10 pts
3. PRODUCTS AND SERVICES LINE	10 pts
4. GOALS	10 pts
5. PLAN OF ACTION – STRATEGIC PLAN	10 pts
6. ETHICS AND SOCIAL RESPONSIBILITY	10 pts
WRITING APPEARANCE	20 pts
Is the paper well organized?	5
No errors in spelling, grammar and use of English	5
Organization and coherence of ideas	10
MECHANICS/PREFERENCE	20 pts
Presentation of the text	5
Font and Style	5
Cover Page	5
Referencing	5
TOTAL = 100	