You are the President of a start-up company in the United States in 2021. The Covid-19 Pandemic is still underway. You need to prepare a Business Plan, and answer each question shown below with a detailed paragraph for each (number each paragraph to the corresponding question). The plan should be done in
10 Point Arial typeface (4 pages minimum and single spaced) and be professional. ***This assignment counts for 10 points to your course final grade*** … This is an individual assignment, so there will be no collaboration with other students in the class. Work on your own (so companies, products and situation described will not be similar).

1. What is your product you intend to sell (make it up) and its value to customers?
2. What is the name of your company (make it up) and how does that relate to the product **3. Now…considering the P-O-L-C framework and using what you learned this semester…**
    a. What are the specific mission, vision, goals and objectives of your company? ...AND who are some of the stakeholders of your company?
    b. What are your company's SWOT points?
    c. What you must finalize before you start business (ex: suppliers, production, warehousing, customer service, logistics, etc.)?- *give details*
    d. What is your company's organizational structure (and show your organization chart), and specifically how will business decisions be made in your company? What types of employees will you hire?
    e. Describe the internal organizational culture of your company and how will you motivate your employees to achieve the company goals and objectives?
    f. What are the specific measurements you will use to determine your company success AND what are the financial and non-financial controls that you will put in place for your company?
    g. What are your company's marketing strategies and what are factors must you take into consideration for each of these AND how are you going to motivate people to want to buy your product?
    h. Are you going to make any changes to your product for different demographics (age, culture, income, etc.)?
    i. Specifically what are the steps that you will take to sell your product? What channels of distribution (types of places) will you sell your product in *(and specifically what stores or companies do you want to sell your product)… IN ADDITION,* how are you going to motivate people to sell your product?
    j. What are some of the factors you must concern yourself about that could affect your volume business and profit? ...*be very detailed and specific!*
    k. Explain **in detail** what you learned in this class

Remember, the more detail you provide, the better your grade!