

This is a team project. You all have to work as one team (3 to 4 members). At the end of the project you are required to write a detailed report and also make a presentation (PowerPoint). The date of submission of report and presentation will be decided and announced during the class. Your specific tasks are as under.

*You all graduated from the Program of Industrial Engineering. You are good friends and want to be entrepreneurs. On collective decision and lots of discussion you decided to open a business for Food Trucks and grocery business as it is demanding. Moreover there is no mobile truck business store in the city which includes food store and grocery store altogether.*

1. *Chapter one: First task is to write an introduction, problem statement, scope and objectives of your project.*
2. *Chapter two: 2<sup>nd</sup> task is to make a research in the market. Find few good mobile food and grocery truck business in Jeddah. Collect important information their important information. You'll need a good understanding of your industry outlook and target market. This is your literature review and it will be you chapter 2.*
3. *Chapter three: 3<sup>rd</sup> task is to now decide about your own company. You have to make different decisions regarding the following and also provide good reasons for your decisions.*
  - a) *Briefly describe, your company and why it will be successful?*
  - b) *On the basis of information you collected in chapter 2, what will be the preferred locations (districts of Jeddah – Target Market) of your mobile stores and why you find these locations suitable for your business.*
  - c) *What will be your suggested investment budget and why?*
  - d) *How many initial trucks you would like to start with?*
  - e) *What is the process of Recruitment for your company? Initially how many employees you want for your store. Give the complete job description for every employee.*
  - f) *Do a SWOT analysis and identify at least five of the each (Strengths, weakness, opportunities and threats for your business). Competitive research will show you what other businesses are doing and what their strengths are. In your SWOT analyses, look for trends and themes. What do successful competitors do? Why does it work? Can you do it better? Write the strategies to plan for start a business based on SWOT Analysis.*
  - g) *Do you plan to do an online Application of your stores too?*
  - h) *What will be the name of your store?*
  - i) *Create a vision and mission for your business.*
  - j) *Create goals for your company.*
  - k) *Create an organizational structure and explain that in detail. (What will be the line of authority, span of control, unity of command, how many departments, centralized or decentralized)*
  - l) *What type of teams you will create? What responsibilities you will assign to every member of the team in the business and what will be his responsibilities (Job Analysis).*
  - m) *Define your external and internal environment (Stake holders)*

- n) *Use your company description to provide detailed information about your company. Go into detail about the problems your business solves. Be specific, and list out the consumers (target market), organization, or businesses your company plans to serve.*
- o) *Using Porter's Five Forces Model describe the overall strategy for your business.*
- p) *Define / create minimum 10 code of ethics for your company.*
- q) **Out of Course (Challenging topic).** *What type of advertisement medium you will use to advertise your store. You want to use publicity or you will only rely on advertisement.*
4. *Chapter 4: 4<sup>th</sup> task is now to make a good search and write what are different types of products you planned to put in the store. Give a detailed description and reason for your selection. What are your expected revenues and expenses?*
5. *Chapter 5: Conclusion and recommendations*

*You also need to provide Project Plan (Gantt chart) and minimum 3 meeting minutes as appendices.*

*Wish you good luck!*