

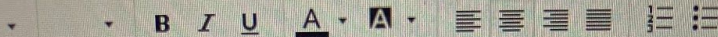
ASSIGNMENT 1 – Supply Chain Management

Consider the example of COFFEE. Describe in detail the *SUPPLY CHAIN* of this product from raw material to retail distribution. You can do independent research – look up reliable publications (NOT Wikipedia) for information. Add diagrams if you choose.



Your assignment is to prepare a business plan that analyzes and answers the following questions:

1. What is the small business opportunity you are going to pursue? Why is this best option given today's economy?
2. What are the characteristics of the target market for this business opportunity?
3. Who is the competition and what are their strengths and weaknesses?
4. What business strengths and experience to you bring to the planned business that will increase your likelihood of success?
5. What management and operating structure would you put in place for your business?
6. How would you market your business? How would you distinguish your business from the competition?



7. What would be your income, expenses and net profits for the first three (3) years of operation?
8. What are the restrictive laws and regulations affecting this type of business and how will you comply with these laws?
9. What is your expected growth rate for the first (3) years and how was it determined?