

**College of Administrative and Financial Sciences**

**Assignment 2**

**Deadline: 14/11/2020 @ 23:59**

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| Course Name: Entrepreneurship and Small Business | Student’s Name: |
| Course Code: - MGT 402 | Student’s ID Number: |
| Semester: I | CRN: |
| Academic Year: 1440/1441 H |

**For Instructor’s Use only**

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| --- |
| Instructor’s Name:  |
| Students’ Grade: Marks Obtained/Out of | Level of Marks: High/Middle/Low |

**Instructions – PLEASE READ THEM CAREFULLY**

* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented; marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Read carefully Grading Rubric below for specific criteria: 0-5 Marks
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
* Submissions without this cover page will NOT be accepted.



**Department of Business Administration**

**Entrepreneurship and Small Business - MGT 402**

**Assignment 2**

**Marks:5**

**Course Learning Outcomes:**

1. Utilize strong analytical skills and tools to formulate an effective Bootstrap Marketing Plan on which a small business can build a competitive edge in the market place. (Lo 1.8, 4.3 & 4.5).
2. Deliver and communicate marketing massages in coherent and professional manner. (Lo 4.4).

**Start-up Business Plan**

 **Assume yourself as an entrepreneur of a small-scale business in Saudi Arabia.**

**(In Continuation to the Assignment -1)**

**4. Products and Services**

a. Describe in depth your products or services. (Technical specifications)

b. What factors will give you competitive advantages or disadvantages? Examples include level of quality or unique or proprietary features.

**5. Marketing Plan**

a. Market Research- Why?

b. Market Research- How? Primary or Secondary Data?

c. In your marketing plan, be as specific as possible; give statistics, numbers, and sources. The marketing plan will be the basis, later on, of the all‐important sales projection.

**Product**

• Describe the most important features. What is special about it?

• Describe the benefits. That is, what will the product do for the customer?

**Customer**

• Identify your targeted customers, their demographics

**Competition**

• What products and companies will compete with you?

• How will your products or services compare with the competition?

**Strategy**

• Outline a marketing Strategy.

**Promotion**

• How will you promote your Product?

• What will be your promotional budget?

**Distribution Channels**

How do you sell your products or services?