

Individual Project

It is a good time to be an entrepreneur. The availability of cheap computer hardware, software, and high-speed internet has created a powerful base from which to launch new business and expand or transform existing ones. You are required to establish an Internet business plan.

You Final Paper should include:

1. Executive Summary
2. Business Description
 - a. What does your industry look like?
 - b. What is your mission statement? Goals? Objectives? Business model?
 - c. What customer needs does your product/service fulfill?
 - d. What products and services will you offer?
3. Market Analysis
 - a. Who are your customers?
 - b. How many customers are in your target markets?
 - c. Are these markets growing? steady? declining?
4. Competitor Analysis
 - a. Who are your competitors?
 - b. What are their strengths and weaknesses?
 - c. What specific attributes does your product or service have that your competitors' a. don't?
 - d. What are your sources of competitive advantage?
5. Operations
 - a. How will the product be produced or the service delivered?
 - b. How will customer service be delivered?
 - c. Who is on the management team and what do they contribute to the business?
 - d. A domain name
 - e. How will Web site hosting and development be managed?
 - f. Marketing and promotion of your website
 - g. Methods to fund your online business
6. Financial Statements
 - a. What financing is required to implement the business plan?
 - b. Who will provide the financing?
 - c. How profitable will the business be?

The report of the project will be at least 8 pages (Double Space)

All references and sources must be listed.

If you want some in-depth help on Business Plans, you can take the on-line tutorial from http://myphliputil.pearsoncmg.com/student/bp_turban_introec_1/TutIntro.html.