

Final Exam Project

In lieu of a final examination, BUS 497A students have a final project. Below is an outline of the project.

After graduating from CSUN, you could not find the type of employment you wanted. As a result, decided that you want to go into business for yourself. After much consideration, you narrowed your choice of products to one of the sixteen listed below. Since, after taking BUS 497A, you know that it would not be prudent to run a business without a plan, you decide to begin addressing the items below:

- What type of business organization? (Sole proprietorship, partnership, corporation, LLC) Why?
- What type of organizational structure? (Simple, functional, divisional, etc.) Why?
- Locate a manufacturer to produce your product, and provide the name, address, phone, website, etc. for the company. You must make it known to the manufacturer that you are planning to sell the products under your own brand name. (It must be a real company.)
- Decide on a name for the product.
- Get the actual pricing for your products. (You will need to also ask what the minimum order quantity [MOQ] will be.)
- Determine how much you will charge for your products. Explain your pricing strategy.
- Where will you market the products? (Which country and, if in the U.S., which area.) Why?
- Will you sell wholesale or retail? Why?
- Develop a budget for your product(s).

Products from which you may choose (select only one product group):

Vitamins (any type you want)	Water	Wine	Pasta
Milk	Sausage	Popcorn	Juice
Soft drinks	Condiments (ketchup, mustard, vinegar, etc. – you pick what kind)	Perfume	Cosmetics
Handbags	Clothing (you pick what kind)	Headphones	Sunglasses

- Deliverables:**
- (1) An informal plan that provides a detailed description of the business that you will create.
 - (2) The plan should include the strategies and a projected budget.
 - (3) You should provide as much detail as possible.
 - (4) You should provide a rationalization for your strategies.
 - (5) There is no set limit for the number of pages.
 - (6) Your plan must have a cover page containing your name and the name of the product and/or company.
 - (7) The pages must be numbered.
- Due Dates:**
- (1) The project may be handed in at any time prior to your final examination date, but absolutely no later than Wednesday, May 18 - 12:30 pm
 - (2) Final projects may be given to me in person at any time before 3:00 pm, May 11. After May 11, all final projects must be submitted to me via email at roger.smith@csun.edu
 - (3) I will send you a confirmation once I receive your email. If you do not receive a confirmation email from me by 6:13 pm on May 18, you should contact me.
- Notes:**
- (1) This is an individual project, not a group project. However, you can confer with your classmates, if you wish.
 - (2) You do not have to write a formal business plan. However, all of the aforementioned issues must be covered.
 - (3) You must provide a document with enough information to actually do the business. This means that detail is very important, and what I am looking for in your plan.