**Assignment: Business Case Due Sep 9.**

**TEAM # \_\_\_\_\_ TEAM MEMBERS:**

**– Analyze a Business of Team’s choice using IV. Description of a Business Questions 1-11 on page 8.**

1. **DESCRIPTION OF THE BUSINESS**

**The description of the business should enable a reader to become familiar with the business and gain a detailed understanding of the product or service that will be provided. Remember to explain what the product or service does for customers as successful businesses are customer driven.**

**The goals and objectives of the enterprise should be indicated. Some of the key questions that need to be addressed are:**

1. **What is the anomaly and market opportunity the business will address?**
2. **What is the product or service the business will sell to address this market opportunity?**
3. **What strategy will you utilize to create a sustainable business in the competitive global market?**
4. **What are the business objectives: how many, where, when, and so on**
5. **What type of business is this enterprise (retail or wholesale merchandising, service or manufacturing, etc.)?**
6. **What are the industry trends and expectations?**
7. **What is the planned schedule of operation? (Hours the business is open, days of the week, production schedule, and special seasonal considerations.)**
8. **Describe materials and supply sources, methods of production, merchandising strategy or how orders are received.**
9. **What will be special / unique about your product / business?**
10. **What are the sales trends for products like yours?**
11. **How can you make sales more profitable?**