

ENT 3209: New Venture Ideas (Project #1-10%)

GOAL: Identify and briefly describe three (3) new business opportunities. In your description be sure to explain **how** the opportunity is unique and **why** is it likely to be successful.

*Note that each business opportunity should be based on a different industry, economic sector, or business type (i.e. don't focus only one area, such as automobiles).

IMPORTANT: READ THE SAMPLE ASSIGNMENT (ON COURSE SITE) AND USE IT TO HELP YOU UNDERSTAND WHAT IS EXPECTED.

Your project needs to be organized according to the following outline and contain the following elements:

1. Cover Page- title, teacher name, course, date submitted, and student name

2. Personal Profile- a profile that explains who you are and describes your abilities and interests in relation to the theme of entrepreneurship; *suggested length: 125-150 words*

3. Venture Opportunities- identify three (3) potential business opportunities (each for a different industry);

Suggested total length for this section: 300-400 words. For each one:

- *What is the need/opportunity? (25-50 words)*
- *What is the idea? How will it work? (50-75 words)*
- *How did you come up with this idea? (25-50 words)*

4. Preferred Venture- select the idea that appeals to you the most and explain how well it matches your personal profile;

- identify the idea that you judge to have the best potential for success (i.e., being profitable) and explain why *(50-75 words)*

5. Summary- explain how you can use your abilities and interests to help make this business successful. *(50-75 words)*

6. Check for Spelling Errors/Punctuation- this is self-explanatory. **PART OF YOUR MARK DEPENDS ON THIS.**

***Format:**

1. Use Microsoft Word
2. Use single spacing, 12 point font, 1" margins, and stapled top left corner