

Assignment 1: Creating an eCommerce Business

Due Week 4 and worth 135 points

"Too often, entrepreneurs brimming with optimism and enthusiasm launch businesses destined for failure because their founders never stop to define a workable strategy that sets them apart from their competition." (Scarborough & Cornwall, 2015, p. 106).

With this assignment, you have the opportunity to take your creative ideas to the next step and begin to develop a strategy that will form the foundation for a successful business.

Write a three to four (3-4) page paper in which you:

1. Develop an idea for a prospective small business, and select a name for the company.
2. Identify its key competitors and summarize the strengths and weaknesses of one of the competitors.
3. Prepare a mission statement that encompasses the purpose of the business and considers its target market.
4. Identify the ownership form for this business, taking into consideration tax implications, liability exposure, managerial ability, and cost of formation.
5. Include at least two (2) references outside the textbook.

Your assignment must follow these formatting requirements:

- This course requires use of Strayer Writing Standards (SWS). The format may be different than other Strayer University courses. Please take a moment to review the SWS documentation for details (more information and an example is included in the Strayer Writing Standards left menu link).
- Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length.

The specific course learning outcomes associated with this assignment are:

- Analyze the nature of entrepreneurship, business ethics, and social responsibility in managing a successful small business.
- Describe and analyze the role of creativity and innovation as a competitive advantage of a small business.
- Describe the strategic planning process and develop a strategic plan for a small business.
- Describe and analyze the necessary activities and key decisions to start a small business.
- Use technology and information resources to research issues in small business management.
- Write clearly and concisely about small business management using proper writing mechanics.

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Grading for this assignment will be based on answer quality, logic/organization of the paper, and language and writing skills, using the following rubric.

Assignment 1: Creating an eCommerce Business					
Points: 135					
Criteria	Unacceptable Below 60% F	Meets Minimum Expectations 60-69% D	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
1. Develop an idea for a prospective small business, and select a name for the company. Weight: 20%	Did not submit or incompletely developed an idea for a prospective small business and name for the company.	Insufficiently developed an idea for a prospective small business and name for the company.	Partially developed an idea for a prospective small business and name for the company.	Satisfactorily developed an idea for a prospective small business and name for the company.	Thoroughly developed an idea for a prospective small business and name for the company.
2. Identify its key competitors and summarize the strengths and weaknesses of one of the competitors. Weight: 20%	Did not submit or incompletely identified its key competitors and summarized the strengths and weaknesses of one of the competitors.	Insufficiently identified its key competitors and summarized the strengths and weaknesses of one of the competitors.	Partially identified its key competitors and summarized the strengths and weaknesses of one of the competitors.	Satisfactorily identified its key competitors and summarized the strengths and weaknesses of one of the competitors.	Thoroughly identified its key competitors and summarized the strengths and weaknesses of one of the competitors.
3. Prepare a mission statement that encompasses the purpose of the business and considers its target market. Weight: 20%	Did not submit or incompletely prepared a mission statement that encompasses the purpose of the business and considers its target market.	Insufficiently prepared a mission statement that encompasses the purpose of the business and considers its target market.	Partially prepared a mission statement that encompasses the purpose of the business and considers its target market.	Satisfactorily prepared a mission statement that encompasses the purpose of the business and considers its target market.	Thoroughly prepared a mission statement that encompasses the purpose of the business and considers its target market.
4. Identity the ownership form for this business, taking into consideration tax implications, liability exposure, managerial ability, and cost of formation. Weight: 25%	Did not submit or incompletely identified the ownership form for this business, taking into consideration tax implications, liability exposure,	Insufficiently identified the ownership form for this business, taking into consideration tax implications, liability	Partially identified the ownership form for this business, taking into consideration tax implications, liability	Satisfactorily identified the ownership form for this business, taking into consideration tax implications, liability	Thoroughly identified the ownership form for this business, taking into consideration tax implications, liability

	managerial ability, and cost of formation.	exposure, managerial ability, and cost of formation.	exposure, managerial ability, and cost of formation.	exposure, managerial ability, and cost of formation.	exposure, managerial ability, and cost of formation.
5. Two (2) references outside the textbook Weight: 5%	No references provided	Does not meet the required number of references; all references poor quality choices.	Does not meet the required number of references; some references poor quality choices.	Meets number of required references; all references high quality choices.	Exceeds number of required references; all references high quality choices.
6. Clarity, writing mechanics, and formatting requirements. Weight: 10%	More than 8 errors present	7-8 errors present	5-6 errors present	3-4 errors present	0-2 errors present