Assignment 1: Business Plan Part I – Business Vision
Due Week 3 and worth 180 points

Note: Refer to scenarios and reading assignments from previous weeks to complete this assignment.

Imagine you are hired by a new start-up company. You are tasked to recognize and explore a new business opportunity of creating a new product or service for your company. As part of your new business vision, you will create a business plan describing all keys elements of the business opportunity which will ultimately be presented to an executive team in a venture capital group for possible funding and execution.

Part I of the business plan will describe your business vision you plan to undertake in your company.

Write a five to six (5-6) page in which you:

1. Compile a business vision about the type of product or service you think your company needs to develop. Next, describe the business values and corporate values that you want to create.
2. Determine the need for the new product or service. Next, provide an overview of the market you intend to enter, and defend why this market is ripe for the introduction of this product or service at this particular time.
3. Determine the type of business model you will use for your new business opportunity. Support your response.
4. Formulate a feasibility analysis, and determine whether the new product or service is feasible. Identify the roadblocks that you will likely face.
5. Evaluate the data from your analysis, considering the source and time period. Justify the future financial condition of your company.
6. **Use at least three (3) quality academic resources in this assignment. Note: Wikipedia does not qualify as an academic resource and quality resources do not include your text or web sites, but are references that can be used as citations and are taken from the EbscoHost database.**

Your assignment must follow these formatting requirements:

- **Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow APA or school-specific format**
- **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 entrepreneurial process to determine where a company is in the process and how to implement change successfully.
- Examine entrepreneurial intentions and strategies to support entrepreneurship.
- Examine the creativity and business idea process, and the materialization of domestic and foreign market entry opportunities.
- Analyze the financial planning process for a new venture.
- Analyze the process of protecting the new venture idea and legitimizing it through a formalized business plan.
- Use technology and information resources to research issues in entrepreneurship and innovation.