**Name:**

Edited in accordance with University of Phoenix® editorial standards and practices.

# Individual Assignment: My Future Business Opportunity

## Purpose of Assignment

This assignment builds on the ideas that you have for creating a small business. Planning what you can afford and what is needed to gain financial backing is critical to success, and this is an area that can hurt small business owners financially in both the short and long run.

In this assignment, you will assess a small business opportunity and conduct initial research. Your final product will be an engaging presentation.

# Grading Guide

| ***Content*** | *Met* | *Partially Met* | *Not Met* | Comments: |
| --- | --- | --- | --- | --- |
| The student describes a small business that they would like to start or purchase. |  |  |  |  |
| The student compares the advantages and disadvantages between starting a business from scratch and buying an existing business. |  |  |  |  |
| The student includes details such as the number of employees, the type of facilities and equipment needed, target customer demographics, and marketing channels. |  |  |  |  |
| The student identifies 2 or 3 competitors and describes what each are doing well, in their opinion. |  |  |  |  |
|  |  |  |  |  |
| The student determines the components that they will need to include in the financial section of their business plan, and explains how this information will be used to allocate funding for the business. |  |  |  |  |
| The student includes a final slide with the references from the different sources they used. |  |  |  |  |
| The presentation is 15 slides in length. |  |  |  | 15 slides |
|  |  | ***Total Available*** | ***Total Earned*** |  |
|  |  | ***50*** |  |  |

| **Presentation Guidelines** | Met | Partially Met | Not Met | Comments: |
| --- | --- | --- | --- | --- |
| **Organization** |  |  |  |  |
| The tone is appropriate to the content and assignment. |  |  |  |  |
| The introduction provides a sufficient background on the topic and previews major points. |  |  |  |  |
| Major points are stated clearly; are supported by specific details, examples, or analysis; and are organized logically. |  |  |  |  |
| Paragraph transitions are present, logical, and maintain the flow throughout the paper. |  |  |  |  |
| The conclusion is logical, flows from the body of the paper, and reviews the major points. |  |  |  |  |
| **Mechanics** |  |  |  |  |
| The presentation is laid out with effective use of headings, font styles, font sizes, and white space. |  |  |  |  |
| Intellectual property is recognized with in-text citations and a reference slide. |  |  |  |  |
| Sentences are complete, clear, and concise. |  |  |  |  |
| Rules of grammar and usage are followed including spelling and punctuation. |  |  |  |  |
|  |  | **Total Available** | **Total Earned** |  |
|  |  | 20 |  |  |

| **Assignment Total** | **#** | **70** |  |  |
| --- | --- | --- | --- | --- |
| Additional comments: | | | | |