

BMGT 299: Entrepreneurship Capstone

Unit 1 Assignment – The Criteria Rating System



This exercise requires that you consider and review a variety of competing business opportunities. This might be a Pizza Shop Vs Lawn Service Vs Clothing Store. It requires that you fully answer the questions below, providing the minimum required options. Even if you know what business you intend to start, engage in this lab – it provides many important lessons.

1. List (at least 3), clearly stated, measureable “Personal Goals.” These should be in order of your “most important” to “lessor important.”

Identify 5 “Personal Goals” you have for your future. (I.e., have kids, travel the world, establish a take-home pay of \$100,000 year, etc...) – *Be certain to save these for use in another assignment!*

2. List (at least 3), clearly stated, measureable “Business Goals.” These should be listed from “most important” to “lessor importance.”

Identify 5 “Business Goals” you have for your future. (I.e. “I want to open 5 stores within 5 years,” “I want to establish a FAMILY business,” etc...)– *Be certain to save these for use in another assignment!*

3. List (No Fewer than 3) alternate business options. (Here you will list at least three different unrelated business)

Lastly, create a list as follows:

Total	Pers. Goals				Bus. Goals			
	#1	#2	#3	#4	#1	#2	#3	#4
Point Value	(1-5)	(1-5)	(1-3)	(1-3)	(1-5)	(1-5)	(1-3)	(1-3)
Bus. A (Enter name)								
Bus. B (Enter name)								
Bus. C (Enter name)								
Bus. D (Enter name)								

You may create this chart in excel or in Word.

