

BMGT 299: Entrepreneurship Capstone

Unit 2 Assignment – Organization and Formation



1. Describe what your business is: (This is what you will use throughout this course)
2. What will your business name be?
This should be descriptive of your product or service, should not be limiting if you expand (for example, calling yourself “The Missoula Sandwich Shop” would not be good if opening a shop in Bozeman.) _____
Make sure it is available by searching the Montana Secretary of States “Search for Assumed Business Names” – see Course Materials.
3. What would be the best domain address for your business?
4. Using the ICANN WHOIS search, (<http://whois.icann.org/en>) who is the registrant contact and administrative contact for **FishMarket.com**?

Registrant Name: _____
Administrative Contact Name _____
5. Has the name “Golf World” ever been used as an Assumed Business Name in Montana?
(Go to: <https://app.mt.gov/bes/>)

[If so, where?](#)