



FINAL ASSESSMENT

(MBA34Q)

2021

MBA ELECTIVE

Kasinomics: Economics & Opportunities in the Informal Economy

Subject Level: NQF 09

Credits: 10 credits

Subject Code: CBD9X01

Quarter 3

Lecturer: GG Alcock

Examination/Final Assessment:

Format: Individual Assignment Submission:

Develop a business plan for doing business in the informal sector. This business could be either:

- A competitor to an existing business supplying services or products to the informal sector. In this case you must highlight how this business will be sufficiently differentiated from your competitors
- An informal business. In this case how would your informal business be differentiated from or compete with existing informal businesses
- A service or product supplied to the informal business sector or to consumers in the informal sector

It is important that your business plan includes:

- Executive summary
- Market analysis
- Description of the business
- Detailed explanation of the product or service provided
- SWOT analysis for your business, paying special attention to competitors
- Marketing and sales plan
- Financial model – this does not need to be detailed, but must clarify how income will be derived and how this business will be profitable

Duration: Submitted no later than 11:59 (midday) on **Saturday, 28 August 2021**

Special instructions: This business plan must be for a unique, innovative business opportunity, not a copy of an existing business. The business plan proposed however may be a unique offering or technology that disrupts an existing business model.

Please note:

The date and place of the exam may change after the publication of this module study guide. In terms of University rules, it is the *sole responsibility* of the student to ensure that he/she determines the time and place for an exam which he/she is due to write.

