**Part I**

Considering the scenario II, I would propose the use of LLC as the main structure of the business. A limited liability undertaking is the run of the mill mixed up name used instead of a limited liability business. In this manner the limited liability business and the limited liability business both insinuate something fundamentally the same as. Following the clarification made above it is subsequently appropriate to express that a limited liability business (endeavor) is a legitimately known business institution that gives a limited kind of liability to its people (owners). It must be reviewed that the limited liability partnership as it is known isn't a business however then again is a kind of affiliation that is unincorporated. The fundamental existing component that is comparative between a limited liability partnership (business) and an association is that both have or give their owners limited liabilities (Miller, 2015).

The LLC bears the flexibility advantage over the standard association. In order to furthermore improve the importance of a LLC; it is a business component that has both the attributes of an association kind of business and a partnership.

The Internal income organization master has comprehended that the LLC are incredibly pervasive in view of their flexibility. The owners of these LLCs are generally called people and these people could go from individual to associations, outside institutions and even different LLCs.

Likewise, the American LLCs have an unlimited number of most prominent people.

Its moreover legitimate as coordinated by the IRS that particular business institutions can't be LLCs these institutions fuse:

a. Banks

b. Insurance companies

c. Philanthropic affiliations

LLC sort of business has been in nearness for quite a while and it has been gotten in various bits of the world, this kind of business is in like manner verified and bound by law in the a wide scope of countries. There exercises might be possibly exceptional anyway the essential decides that regulate their running proceed as previously. The different history stories will give a sensible a picture of how the LLCs work in the unmistakable countries and their directing principles. This paper will look at the recorded scenery of LLCs in the United States of America.

**Part II**

**Product:** Energy drink for Students (BuzzStud)

For the product I will chose demographical environment as the most effective environment. The demographical factors that will most effect my product will be age and gender. For example, the research shows that the consumers of most of the energy drinks are young and young adult males with hectic routines or an interest in adventures. Therefore, we have to lookout for this specific demographical category to promote our product. For this purpose, we need to make sure that our product is marketed through technological mediums as a “cool” yet “healthy” drink.

## Objectives

**Uniqueness:** Energy drink not for recreational purposes but for helping students stay active for prolong periods of study time with little to no chemical and health hazards. This target is achieved with designing product in smaller packaging with careful use of ingredients within a medically approved limit only.

**Objectives**

1. With the new product *BuzzStud*, the business will strive to increase the health of Students by overcoming their craving of energy drink with a healthier option;
2. With unique formulation of *BuzzStud*, the drink is available in 3 different fruity flavors and with real fruit extracts;
3. The *BuzzStud* has been tested medically safe for daily consumption of 500 ml for youngsters

**Business Type**

The business will have a collaboration structure. Great position of a collaboration compared to a limited business is that you can set up a collaboration with any starting capital. With limited companies in any occasion accounts are required. All around, a collaboration infers less organization and a dynamically versatile structure. For instance, it isn't required to hold formal official get-togethers yearly or overall. This shows this sort of business is easier to run. Shareholders can't be expelled and can stop new incoming shareholders as demonstrated by Collaboration Act 1890 (Sutton, 2017). This is regarding the alterations in composition of the shareholders that surmise another firm to be made and the old firm can be separated if there are any changes. It moreover surmises that incoming shareholders won't be liable for what occurred before they join, and dynamic shareholders for what occurred after they leave. There are no necessities to disperse full cash related nuances, so there is more security for shareholders. Assets simply need be announced for appraisal and VAT. Another key favored outlook is that costs, threats and obligation is shared between the shareholders, remaining with the control of the to a base.

Downsides of collaborations

The guideline shortcoming of a collaboration is the unlimited liability of the commitments. All shareholders are liable together for the commitments and diverse liabilities of the firm. The liability applies to their private assets of the shareholders (Sutton, 2017). There is no full insurance over on offer for master liability claims. A shareholder is up 'til now liable after his going for the commitments gained by the firm while he was a shareholder and after his retirement if he didn't see his retirement. The response for this weight is to be a limited shareholder consequently the liability of the shareholder is limited for the commitments of the firm.

**References**

Sutton, G. (2017). *How to Use Limited Liability Companies & Limited Partnerships: Getting the Most Out of Your Legal Structure*. Hachette Audio.

Miller, M. R. (2015). The New York limited liability business law at twenty: past, present & future. *Touro Law Review*, 403-410.