[Name of Student]

[Name of Professor]

[Name of Class]

[Day Month Year]

Business Proposal

**Introduction**

This report is about a business proposal that is to be presented to investors in order to gain their investment and support. The business is based in Yangon, Myanmar, a popular tourist destination. This area has a mix of British colonial architecture, skyscrapers and Buddhist pagodas are some famous attractions of this area. It is also a site of spiritual importance because of a huge pagoda complex by the name of "Shwedagon Paya". This pagoda complex attracts thousands and thousands of pilgrims every year. The business being set up in this area will be a Joint-Venture Wholesale Company. This business will focus on selling food products that would be sourced both locally and internationally. The choice of either using locally sourced products, international brands will depend on the market condition. As it is a religious site and draws a huge number of followers, this allows for a massive untapped market with high consumer demand for fresh food products.

**S.W.O.T Analysis**

As is the case with any business startup, its potential strengths and weaknesses need to be assessed. This is where S.W.O.T analysis comes in, which takes into account the strengths, weaknesses, opportunities, and threats that any new or existing business might face when entering a new market. The S.W.O.T analysis for this business is as follows:

**Strengths**

 By having a physical location to sell their products, the business would be able to perfectly perform B2C and B2B relationships. They would effectively manage their relationship with their customers and other retailers from whom they buy and sell their products. Another strength that the business would have is that their products would be locally sourced. This would allow the business to provide and maintain a high quality for the products sold. This would also allow the business to keep cost of production low by locally sourcing their product, which will inadvertently affect their pricing strategy and will allow them to sell products at a much lower price compared to its competitors. There is also a system being put in place for online orders and home deliveries, so customers who cannot physically come to the stores can still get products in their location (Vossen, 88-94).

**Weaknesses**

The business has a lot of strengths in place but even with all these strengths they still would have to face some weaknesses in order to effectively manage the company. The biggest weakness that the business would have to face is employee management. As the area is new for management and the employees would be hired from the area itself, it will be hard to manage employees. If managers are not well trained, they would not be able to effectively manage employees and would not be able to give the best service to customers. Also, as we are still in process of developing warehouses to hold inventory for the business, we do not have enough space to hold a high amount of inventory. So we might even incur some loss if we are not able to sell the product before they expire. Lastly, training and adapting employees to use the digital online system will take some time (Zikovic, 91-99).

**Opportunities**

Opportunities refer to the "future prospects", taking into account that it is one of the major tools that could keep a business going. It is significant to note that there are several paradigms of opportunities, ranging from employees to employers. There are several strategies that could be used as a notion of opportunity. One of the major market strategies is, "Internet and diverse marketing". Internet is one of the most effective and potent platforms that not only empowers market but incorporates diversity as well. Diversity also refers to the formulation of connections between different market segments. Internet marketing is one of the growing approaches that takes into account a code of productivity and progression. Internet marketing is also a labor of digital easers to opt for the product, in fact, it is a tool that can strengthen the roots of business in terms of the global market. Such an approach towards marketing will make the company implement its mission statement that infers delivery of quality product with lower price in a highly effective way, provided internet is one of the best platforms of properly operated businesses. Greater the diversity, broader will be the channel and more consumers would buy products and services (Chesbrough, 354-363).

**Threats**

A threat is defined as anything that could hamper or bring a deviation in the set pattern of a business. It is more like an unwanted approach that not only creates hurdles in the passage of success but it also asserts a negative influence taking into account that a threat may cause serious financial harm. It is significant to note that threat could be both, long term and short term. One of the greatest threats is barriers to trade business because all channels are directed by a set cycle. There is also one other threat which is a gap between the assumed and provided situations because there is a high possibility of complications in quality, a product of negligence, moreover sub quality and inferior products is also one of the major themes because it is a prominent factor in losing a client and an dent on the business royalty (Saebi & Lasse & Nicolai, 567-581) .

**Solutions**

There is no unsolvable problem in this world. In subject matter, there are a number of solutions to consequences and threats that are being faced by businesses. One of the major solutions is "media maintenance", taking into account that it is one of the figures that can not only empower the project but will inculcate great valor. Moreover, our products and our services would be under security taking into consideration is that there would be a huge scale service with a very low margin. It is important to note that the internet is not only a platform that connects but it is a source of communication of trends and approaching times as well. Moreover, this business would be more of an approach towards life where anyone can get his desired product and services.

**Investor Runs**

Investors are the core affluences that design a business. It is significant to note that investors see those who spend their skills for a company or a business in order to give it a go or proceed with efficiency. Without investors, a company cannot exist because they are actual volunteers who think and strive for business. It is an undeniable fact that investors tend to create a support system for businesses. On the same stance, investment return to internal confluxes is necessary to address performance. Investment return is more of a scale that could measure profit or loss value. It is measured on the sale of performance with the ambition to address future goals. Another important thing to consider is investment return balances, the stance of pressurizing someone to spend money. Investors are free to spend money to empower the cores of business.

Work Cited

Chesbrough, Henry. "Business model innovation: opportunities and barriers." *Long range planning* 43.2-3 (2010): 354-363.

Saebi, Tina, Lasse Lien, and Nicolai J. Foss. "What drives business model adaptation? The impact of opportunities, threats, and strategic orientation." *Long range planning* 50.5 (2017): 567-581.

Vossen, Robert W. "Relative strengths and weaknesses of small firms in innovation." *International small business journal*16.3 (1998): 88-94.

Zivkovic, Jelena. "Strengths and weaknesses of business research methodologies: Two disparate case studies." *Business Studies Journal* 4.2 (2012): 91-99.