



HMGT 4952- Enterprise Development

Study Tour Critique Guidelines – Industry City, Brooklyn

Date of Tour: April 10, 2019

Time of Visit: 11:30-1:30 p.m.

THIS IS AN INDIVIDUAL EXERCISE.

Visiting different small business locations is highly recommended before one starts their own business. It helps in analyzing and understanding the complexities of running a small business, and the quality of the products & services offered. The following assignment that will help you critique already functioning businesses such as restaurants and cafes. Use the same group that you are using for your small business project.

Step 1:

Visit the locations during the tour (Industry City). Choose any 1 small business of your choice.

Step2:

Use the tour critique checklist provided by your professor and complete one (1) checklist for the chosen establishment.

Step 3:

Present your findings in class with a 2-3-minute presentation.

Step 4:

Download the checklist\ sheet, complete it and upload it on Blackboard under the link provided (Study/Research Tour 2)

DUE DATE FOR CHECKLIST: April 17, 2019. The assignment should be uploaded on Blackboard under “(Study/Research Tour 1)”