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|  | | **Unit Title: Developing a Business Plan** | | | | | | |
| **Diploma:** | **Access to HE: Business Diploma** | | | | | | | |
| **Unit and Code:** | Developing a Business Plan CER075 | | | | | | | |
| **Level** | Three | | | | **Credit Value** | | 3 | |
| **Academic Year:** |  | | | | | | | |
| **Date**  **Set:** |  | | **Draft Deadline**  **(if appropriate)** |  | | **Deadline Date** | |  |
| **Date Assignment to be returned to student:** |  | | | | | | | |

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| **Assignment Title:** | Devising a Business Plan |
| **Assessment Criteria covered:** | 1.1 Explain the details of a proposed product or service  1.2 Explain the rationale behind the choice of business  1.3 Explain the structure of the business and background to the idea  1.4 Explain the key roles required for the business  2.1 Analyse the market place for the business venture and apply findings into the plan  2.2 Explain the rationale behind the choice of location  2.3 Analyse potential competitors to the business  2.4 Develop and justify a marketing strategy  3.1 Develop a set of financial forecasts for the business  3.2 Explain the financial assumptions made in preparation of the forecasts  3.3 Evaluate possible sources of funding for the business  4.1 Summarise the business proposal |
| **Type of Assignment,** [with formatting]: | Small group project requiring the production of a written business plan and a verbal presentation of the business plan. |
| **Word Count:** | 1000-1500 |

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| **Assignment Brief, [and mapping to unit]:** | Having successfully completed your degree in Business at the local university, you and two friends have decided you would like to start a small business in your home town. Between you have £20,000 of ready capital which you are prepared to put into the business. You have decided to approach the local bank to ask for a business loan and have made an appointment to see their Small Business Development Manager. She has asked you to produce a business plan and give a short presentation of your proposal during the meeting.  You are required to undertake the following task to enable you to produce a written Business Plan which you will then present to the panel of potential investors.   * Decide on a product or service and provide justification for this. (1.1, 1.2) * Decide on the potential structure of the business, identifying key roles and dividing these between the team. (1.3, 1.4) * Investigate the market place, identify key competitors and relate to your own plans. (2.1, 2.3) * Select a location and provide justification for this. (2.2) * Develop and justify a marketing strategy for the business. (2.4) * Consider and evaluate potential methods of financing the business. (3.3) * Produce a set of financial forecasts and explain the key assumptions made to enable you to produce these. (3.1, 3.2) * Summarise the business proposal. (4.1) |

**Student Declaration**

I certify that the work submitted for this assignment is my own and research sources are fully acknowledged. I understand that attempting to claim someone else’s work as my own is plagiarism could result in exclusion from the course.

**Student Signature: Date:**

# Unit Learning Outcomes and Assessment Criteria

| **LEARNING OUTCOMES** | **ASSESSMENT CRITERIA** |
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| **The learner will:** | **The learner can:** |
| 1.Be able to develop a rationale for a business plan | 1.1 Explain the details of the proposed product or service. |
| 1.2 Explain the rationale behind the choice of business. |
| 1.3 Explain the structure of the business and the background to the idea. |
| 1.4 Explain the key roles required within the business. |
| 2. Be able to apply marketing principles to the business | 2.1 Analyse the market place for the business. |
| 2.2 Explain the rationale behind the choice of location. |
| 2.3 Analyse potential competitors to the business. |
| 2.4 Develop and provide justification for the marketing strategy. |
| 3. Be able to apply financial principles to the business plan | 3.1 Develop a set of financial forecasts for the business. |
| 3.2 Explain the financial assumptions made in the preparation the financial forecast. |
| 3.3 Evaluate the possible sources for funding for the business. |
| 4. Understand the business plan | 4.1 Summarise the business plan. |

If your assignment meets all of the assessment criteria (see page 1), it is eligible for grading. Your final grade for the unit will be determined from the grade indicators (PMD) given for each grade descriptor in the unit. Please pay attention to the guidance given for each descriptor below.

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| **Grading Descriptor and Components** | **To achieve a Merit** | **To achieve a Distinction** | **Guidance for the task** |
| 1. Understanding of the subject | The student, student's work or performance:  a. demonstrates a **very good** grasp of the relevant knowledge base  b. is **generally** informed by the major conventions and practices of the area of study | The student, student's work or performance:  a. demonstrates an **excellent** grasp of the relevant knowledge base  b. is **consistently** informed by the major conventions and practices of the area of study | You will have used key terms correctly and shown a good or excellent understanding of the key process involved in devising a business plan. A good or excellent understanding of the importance of a marketing strategy will have been shown and reference will have been made to relevant concepts (for example the marketing mix). You will have shown a good or excellent acknowledgement of the relevant financial conventions. |
| 2. Application of Knowledge | The student, student's work or performance:  a. makes use of relevant  • ideas  • facts  • theories  • perspectives  with  c. **very good** levels of     * analysis * synthesis | The student, student's work or performance:  a. makes use of relevant  • ideas  • facts  • theories  • perspectives    with  c. **excellent** levels of   * analysis * synthesis | You will have shown good or excellent application of a wide range of business theories and conventions (for example, planning, organisation, marketing, financial, business structure) to your own business ideas. You will have demonstrated a good or an excellent ability to find information about the proposed market and area. This information will have been analysed and synthesised to a good or excellent level to inform your decision making regarding the business. |

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| 3. Application of skills | The student, student's work or performance:  a. **generally** selects appropriate   * skills * techniques   and  b applies appropriate   * skills * techniques   with  c **very good** levels of  • creativity  • accuracy | The student, student's work or performance:  a. **consistently** selects appropriate   * skills * techniques   and  b applies appropriate   * skills * techniques   with  c **excellent** levels of  • creativity  • accuracy | You will apply key business and accountancy skills (for example marketing, financial, business structure) to good or excellent standard. In the design of your business you will show good or excellent creativity particularly with regarding to the marketing plan. There will be good or excellent accuracy with regard to financial forecasts.  The verbal presentation should be delivered in a professional manner demonstrating good or excellent presentation skills. |

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| 4. Use of information | The student, student's work or performance:   1. identifies new information from sources which are **generally** appropriate 2. makes **some** use of new information 3. **generally,** appraises the relevance and value of new information accurately 4. shows a **very good** grasp of the meaning and significance of new information 5. **generally** combines or synthesises information with outcomes that are accurate and appropriate | The student, student's work or performance:   1. identifies new information from sources which are **consistently** appropriate 2. makes **extensive** use of new information 3. **consistently** appraises the relevance and value of new information accurately 4. shows an **excellent** grasp of the meaning and significance of new information 5. **consistently** combines or synthesises information with outcomes that are accurate and appropriate | In order to prepare the business plan, you will have demonstrated a good or excellent ability to research the market and the area you wish to enter into business. You will need to make good or excellent judgements on the reliability of the information obtained. Information could be obtained from a wide range of sources and could include primary research. You will have made good or excellent decisions regarding the reliability and validity of the information obtained. |

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| 5. Communication and presentation | The student, student's work or performance shows **very good** command of  • format  • structure  • spelling  • punctuation | The student, student's work or performance shows **excellent** command of  • format  • structure  • spelling  • punctuation | The business plan should follow a logical structure. A business plan is a formal document and presents an image of the individual and the business, you will have demonstrated good or excellent attention the whole process but in particular spelling and punctuation.  The verbal presentation should be clear and easy to follow. |
| 6. Autonomy and/or independence | The student, student's work or performance:    a. makes **generally** sound judgements about how to complete work  b. in **most cases** takes opportunities to initiate appropriate actions    d. responds promptly and effectively to guidance  e. demonstrates **very good** time management | The student, student's work or performance:    a. makes **consistently** sound judgements about how to complete work    b. **nearly always** takes opportunities to initiate appropriate actions  d. works effectively with a high level of independence  e. demonstrates **excellent** time management | You will have demonstrated the ability to manage the timeframe given to a good or excellent standard, to ensure the task is completed by deadline. You will demonstrate good or excellent decision making skills regarding the division of work and planning of the business. |
| 7.Quality | The student, student's work or performance:  b. puts forward arguments or ideas which are **generally** unambiguous but which are in a minor way limited or incomplete | The student, student's work or performance:  b. puts forward arguments or ideas which are **consistently** unambiguous and cogent | The business idea will be presented clearly with the inclusion good or excellent justification for decisions taken. |

[anything in square brackets should be replaced with appropriate information before distribution to students]

**Witness Statement**

I confirm that (insert student name/s) completed a presentation for the Business Planning Unit. During the presentation the following assessment criteria was covered (please tick all that apply)

1.1 Explain the details of a proposed product or service

1.2 Explain the rationale behind the choice of business

1.3 Explain the structure of the business and background to the idea

1.4 Explain the key roles required for the business

2.1 Analyse the market place for the business venture and apply findings into the plan

2.2 Explain the rationale behind the choice of location

2.3 Analyses potential competitors to the business

2.4 Develop and justify a marketing strategy

3.1Develop a set of financial forecasts for the business

3.2 Explain the financial assumptions made in preparation forecasts

3.3 Evaluate possible sources of funding for the business

4.1 Summarise the business proposal

In addition, (insert student name) answered questions on the following areas:

I confirm this is an actuate record of the presentation and presentation slides and notes are attached.

Tutor Name: Student Name:

Tutor Signed Student signed

Date Date