**Year 12 Business Management and Enterprise**

**Assessment - Business Plan**

**Task 11: Business research 13% ]**

In-class completion of a business plan

**Due Date:**

Weeks 6 – 8 Term 3

**Assessment type**

Business research

**Conditions**

Time allowed for completion of the task: 2 weeks in class

**Task weighting**

10 % of the school mark for this pair of units

**Your mark**

**Your name**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Due date**

Monday Week 8

A Business plan is a detailed outline of goals and how future operations, financing, management and marketing will assist in achieving these goals. A business plan is often setup when a new business is being set up. It might also be required when future financing is required.

Your task will be to create a Business Plan for a drive-thru coffee shop located on Stirling Highway in Nedlands, Perth, Western Australia. Your business plan will need to contain the following elements (Please individually label each section)

ELEMENTS OF BUSINESS PLAN

* key elements of a business plan, including:
  + executive summary( 1 – 3 marks)
  + vision statement ( 1 – 3 marks)
  + mission statement (1 – 2 marks)
  + business concept - description of the product, market summary, customer description, potential income and profits, potential risks (1- 5 marks)
  + operations strategy – location, pricing strategies, summary of inventory needs, display of stock (1 – 10 marks)
  + marketing plan including - current position in market, the product, target market, marketing strategy(Page 47), SWOT analysis( 1- 10 marks)
  + financial plan – Sales and purchases forecast, Projected Income Statement, Monthly Cash Flow.

( 1 – 6 marks)

* + human resource management (HRM) - staffing requirements, recruitment and selection, training, induction( 1 – 8 marks)

**Marking Key:**

* Cover Page

|  |  |
| --- | --- |
| * **Description** | **Marks** |

|  |  |
| --- | --- |
| Completes a detailed cover page | 2 |
| Completes a cover page with limited details | 1 |
| **Total** | **\_\_\_\_ / 2** |

* Table of Contents

|  |  |
| --- | --- |
| * **Description** | **Marks** |

|  |  |
| --- | --- |
| Prepares a detailed table of contents with correct formatting | 2 |
| Prepares a table of contents with limited details | 1 |
| **Total** | **\_\_\_\_ /2** |

* + Executive Summary

|  |  |
| --- | --- |
| * **Description** | **Marks** |

|  |  |
| --- | --- |
| Organises and analyses business information to prepare a detailed Executive Summary | 3 |
| Organises business information to prepare a relevant Executive Summary | 2 |
| Prepares an Executive Summary with limited details | 1 |
| **Total** | **\_\_\_\_ / 3** |

* + Mission Statement

|  |  |
| --- | --- |
| **Description** | **Marks** |

|  |  |
| --- | --- |
|  |  |
| Prepares a detailed Mission Statement | 2 |
| Prepares a Mission Statement with limited details | 1 |
| **Total** | **\_\_\_\_ / 1** |

* + Vision Statement

|  |  |
| --- | --- |
| **Description** | **Marks** |

|  |  |
| --- | --- |
|  |  |
| Prepares a Vision Statement | 1-2 |
| **Total** | \_\_\_/ 2 |

* + Business Concept

|  |  |
| --- | --- |
| **Description** | **Marks** |
| For each of the elements of the Business Concept | |
| Describes a characteristic of the Business Concept | 2 |
| Identifies a characteristic of the Business Concept | 1 |
| **Total** | **\_\_\_\_/12** |

* + Operations Strategy

|  |  |
| --- | --- |
| **Description** | **Marks** |
| For each of the elements of the Operations Strategy | |
| Describes a characteristic of the Operations Strategy | 2 |
| Identifies a characteristic of the Operations Strategy | 1 |
| **Total** | **\_\_\_/10** |

* + Marketing Plan

|  |  |
| --- | --- |
|  |  |
| For each of the elements of the Marketing Plan |  |
| Describes a characteristic of the Business Concept | **2** |
| Identifies a characteristic of the Business Concept | **1** |
| **Total** | **\_\_\_\_\_\_/10** |

* + HRM

|  |  |
| --- | --- |
|  |  |
| For each of the elements of the HRM |  |
| Describes a characteristic of the Human Resource Management | **2** |
| Identifies a characteristic of the Human Resource Management | **1** |
| **Total** | **\_\_\_\_\_\_/10** |

* + Financial Plan

|  |  |
| --- | --- |
|  |  |
| For each of the elements of the Financial Plan |  |
| Completes a element of Financial Plan | **1-2** |
|  |  |
| **Total** | **\_\_\_\_\_\_/6** |