

INSTRUCTIONS

1. This project consists of ONE ACTIVITY.
2. Learners are required to write and present a business plan.
3. Gather enough information about the business idea you want to start.
4. This project should be completed within TWO to THREE weeks.
5. Facilitators/Educators are encouraged to find extra information and make resources available for learners to do this task.



ACTIVITY 1: BUSINESS PLAN

Avenue Business is inviting you to take part in their endeavour to develop entrepreneurs who want to secure funds and attract investors for their businesses. Develop a business plan for your business which should contain the following business plan components:

1. Cover sheet / Title page
2. Table of Contents
3. Executive Summary
4. Marketing Plan
5. SWOT analysis
6. Financial Plan
7. Technical plan
8. Production plan
9. Conclusion

TOTAL MARKS FOR ACTIVITY 1**[30]**

Make use of the Marking Rubric below for reference:

COMPONENTS OF THE BUSINESS PLAN	WHAT THE COMPONENT SHOULD ENTAIL	MARKS
Cover sheet / Title page	What is the name of the business?	(3)
	How is the business contacted?	
	Is there a logo or slogan?	
Table of contents	List the contents of the business plan and provide page numbers.	(2)
Executive summary	A short overview of your business.	(5)
	Outline the mission and vision of your product.	
	What your product/service will be?	
	Who your customers will be?	
	State why your business will be successful.	
Marketing Plan	What is the customer's profile? Where are they from? Why do they buy and When do they buy?	(5)
	Explain and analyse who are the competitors and what is their competitive edge.	
	The price of your product or service and method of promotion will be used for your business.	
	How will you advertise your product or service?	
	Explain the plan to attract and keep customers.	
SWOT analysis	Tabulate a summary of strengths, weaknesses, opportunities and threats that will influence your business.	(4)



Financial plan	Prepare an Income statement showing (income and expenses) with correct calculations.	(5)
	Show how to calculate Loss/ Profit. Income minus Expenses = Loss/ Profit	
	Explain with illustrations how money will be used to start the business and how it will be financed.	
	Show projected capital needed and assets to be bought.	
	What are the possible sources of your capital?	
	Explain if your business will be financially sustainable.	
Technical plan	Describe all essentials such as equipment and materials of your business.	(2)
Production plan	Clearly describe resources and production capacity to serve different customers.	(2)
Conclusion	Indicate why your business will be successful, goals, objectives and future plans of it.	(2)
TOTAL MARKS:		[30]



Cover Page

Name of Business:

Business Contact Details:

LOGO:



Technical Plan

Production Plan

Conclusion



Total for Task 3: 30 Marks

Task	Activity	Maximum Mark	Learner's Mark	Moderated Mark
Task 3	Activity 1	30		
	Total: Task 3	30		

