



**Adult Education and Training (AET)**  
**Site-Based Assessment**  
**Portfolio of Evidence**

**Small Medium & Micro Enterprises: NQF Level 1**

**Total: 50 marks**

**Duration: 3 Weeks**

**Task 3: Project**

**Learner Information**

**Name** : \_\_\_\_\_

**Surname** : \_\_\_\_\_

**Identity/**

**Passport Number** : \_\_\_\_\_

**Employee Number** : \_\_\_\_\_

**Company** : \_\_\_\_\_

**Centre** : \_\_\_\_\_

**Date** : \_\_\_\_\_

**Declaration**

*I declare that this portfolio of evidence is my own work:* \_\_\_\_\_

*Signature*



**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.



**ACTIVITY 1: BUSINESS PLAN**

Formulate and develop a business plan for a business that you want to start. The business idea can be to sell a product or provide a service. The business plan should contain the following business components:

1. Cover sheet / Title page
2. Table of Contents
3. Executive Summary
4. Marketing Plan
5. Financial Plan
6. Staff Structure
7. Environmental Plan
8. Conclusion

**TOTAL MARKS FOR ACTIVITY 1****[50]**

**Make use the Marking Rubric below for reference:**

<b>COMPONENTS OF THE BUSINESS PLAN</b>	<b>WHAT THE COMPONENT SHOULD ENTAIL</b>	<b>MARKS</b>
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)
	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?	(15)
	Who are the competitors, what are they selling and what is your competitive edge?	
	Design and paste a pamphlet to advertise the business? Include the marketing mix.	
	State the marketing methods and market research results.	
	Your marketing strategy and how you intend to sell and market your product/service.	
Financial plan	State where you would get the capital from and include your budget.	(16)
	Start-up and running costs.	
	How many products/services will you sell per day?	
	Listed relevant items to be used to produce the products/services that will change in their costing.	



	List the fixed costs and variable costs. Calculation of total costs.	
	Showed how to calculate total costs per product/service, e.g.  Variable costs plus Fixed costs = Total cost	
	Showed how to calculate unit cost per product/service/break-even point.  Total costs divided by the number of products/services per day.	
	Explain if your business is financially viable. Profit.	
Organisational plan/Staff structure	Identify the staffing requirement.  Details of potential employees.	(3)
Environmental plan	Identify how your products/services will affect the surroundings.	(2)
	How will you respond to the pollution?	
Conclusion	Convince your reader that the business will be successful.	(4)
<b>TOTAL MARKS:</b>		<b>[50]</b>



### Cover Sheet/Title Page

Name of the business:

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Business contact:

Tel:

Email:

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Logo/Slogan:

(3)



### Table of Contents

	<b>Page</b>
1.	
2.	
3.	
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11.	
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### Executive Summary

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### Staff Structure

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### Environmental Plan

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### Conclusion

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**TOTAL MARKS FOR ACTIVITY 1** **[50]**

**TOTAL MARKS FOR TASK 3** **[50]**



**Total for Task 3: 50 Marks**

<b>Task</b>	<b>Activity</b>	<b>Maximum Mark</b>	<b>Learner's Mark</b>	<b>Moderated Mark</b>
<b>Task 3</b>	<b>Activity 1</b>	<b>50</b>		
	<b>Total: Task 3</b>	<b>50</b>		

