

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

You are an entrepreneur who wants to secure funds and attract investors to invest in your business. Develop a business plan for your business and it 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**[50]**

Make use of the Marking Rubric below for reference:

COMPONENTS OF THE BUSINESS PLAN	WHAT THE COMPONENT SHOULD TAIL	MARKS
Cover sheet / Title page	Name of the business.	(4)
	Business contact details: <ul style="list-style-type: none"> • Contact number • Email address 	
	A logo or slogan.	
	The type of the business.	
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.	
	What is your product/service?	
	Who are your customers?	
	State why your business will be successful.	
Marketing plan	What is the customer profile? Where are they from? Why do they buy from you? And when do they buy (seasonal versus year-round)?	(13)
	Explain and analyse who are the competitors in the market. Determine what gives them a competitive edge.	
	Describe the prices of your product or service and the method of promotion that will be used to promote 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.	(5)
Financial plan	Prepare Income statement showing Income and Expenses with correct calculations.	(15)
	Calculate Loss/ Profit. Income minus Expenses = Loss/ Profit	
	Explain with illustrations how the capital raised will be used to start the business and how the business 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 types of equipment and materials used by your business.	(2)
Production plan	Clearly describe resources and production capacity to serve different customers.	(2)
Conclusion	Summarize why your business will be successful, highlighting its goals, objectives and future plans for it.	(2)
TOTAL MARKS:		[50]



Cover Sheet/Title Page

Name of the business:

Business contact:

Tel:

Email:

Logo/Slogan:

(4)



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	(2)



SWOT analysis

Strengths	Weakness
Opportunities	Threats

(5)



Total for Task 1: 50 Marks

Task	Activity	Maximum Mark	Learner's Mark	Moderated Mark
Task 1	Activity 1	50		
	Total: Task 1	50		

