SUBMISSION INSTRUCTIONS

- **Part A - Business Plan** is to be completed in the 11BST Assessment Task 2 - Part A Business Plan document provided on Google Drive (and all other supporting documents in the 11BST Assessment Task 2 folder within your Business Studies folder) on Wednesday 31 July 2019 (Term 3, Week 2).

- **Part B - Pitch Video** is to be uploaded to YouTube using your CEnet Google Account (ensure Visibility is set to Public or Unlisted) and the link to the video provided in the appropriate location within your 11BST Assessment Task 2 - Part A Business Plan document by Wednesday 31 July 2019 (Term 3, Week 2).

- The **Self Assessment, Student Evaluation and Student Confirmation** is to be completed and submitted on the Google Form at the conclusion of the task in Term 3, Week 2.

CONTENT (OR PURPOSE) FOR THE TASK

The focus of this topic is the processes of establishing and planning a small to medium enterprise.

You will need to demonstrate your ability to communicate using appropriate business terminology through different mediums and formats, including a written detailed business plan.

TASK RUBRIC

In your response to the task and activities you will be assessed on how well you:

- Demonstrate knowledge and understanding of business structures, influences, functions and processes
- Communicate using information relevant to the scenario
- Present a well-written and organised answer

OUTCOMES BEING ASSESSED, GENERAL CAPABILITIES & CROSS CURRICULUM PRIORITIES

| P2 | explains the internal and external influences on businesses |
| P4 | assesses the processes and interdependence of key business functions |
| P5 | examines the application of management theories and strategies |
| P6 | analyses the responsibilities of business to internal and external stakeholders |
| P8 | evaluates information for actual and hypothetical business situations |
| P9 | communicates business information and issues in appropriate formats |
THE TASK

Scenario
You have just finished high school and have decided to capitalise on your entrepreneurial skills and start your own business. In order to finance your new business venture, you have decided to apply for funding from a venture capital firm in the hope of attracting investors to get your business up and running. This would be in addition to capital which you will contribute from your own savings.

Task

Parts A: Business Plan (20 marks)
Develop a formal business plan using the 11BST Assessment Task 2 - Part A Business Plan document provided in your Business Studies folder on Google Drive (create a new 11BST Assessment Task 2 folder within your Business Studies folder to store all other supporting documentation). The business plan is to be professionally presented in business report format. While there are a wide range of business plan formats, your business plan should consist of, at minimum, the following elements:

- Business Description
  - Business name and logo
  - Prime function
  - Legal structure
  - Vision and mission
  - Business goals
- Situational Analysis
- Operations Plan
- Marketing Plan
- Finance Plan
- Human Resources Plan
- Future Prospects
- The Pitch (see Part B below)
- Bibliography
- Appendix

Your business plan must be no more than 4000 words and, in addition, can include up to 5 pages of appendices. You must make use of valid sources in your business plan where appropriate and referenced in the correct format within your report and in a bibliography.

Part B – The Pitch (10 Marks)
Record a 3-5 minute pitch video of your idea to encourage the venture capital firm to invest in your business venture. The aim of the video is for you to verbally and visually communicate your idea to potential investors in a short and succinct way. You can record your pitch presentation on your phone, your laptop camera or digital camera. It can also be a Keynote presentation with recorded voice narration. It can be as simple or as innovative as you like.

Your completed Pitch Video is to be uploaded to YouTube (ensure Visibility is set to Public or Unlisted) using your CEnet Google Account and the link to the video provided in the appropriate location within your 11BST Assessment Task 2 - Part A Business Plan.
## MARKING GUIDELINES

### Part A - Business Plan

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Marks</th>
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| ● Demonstrates an extensive understanding of the elements of a business plan i.e. business name and logo, prime function, legal structure, vision and mission, business goals, situational analysis, operations, marketing, finance, human resources and future prospects.  
● Clearly communicates business information, ideas and issues using the appropriate business terminology.  
● Develops an extensive and high quality professional business plan with all elements of the report format present and in the correct order and with minimal spelling or grammatical errors.  
● All sources used are valid sources and all have been referenced in the bibliography using the correct format.                                                                                                                                   | 17 – 20|
| ● Demonstrates a thorough understanding of the elements of a business plan i.e. business name and logo, prime function, legal structure, vision and mission, business goals, situational analysis, operations, marketing, finance, human resources and future prospects.  
● Communicates business information, ideas and issues using the appropriate business terminology.  
● Develops a thorough and quality professional business plan with all elements of the report format present and in the correct order and with minimal spelling or grammatical errors.  
● Most sources used are valid sources and referenced in the bibliography using the correct format.                                                                                                                                   | 13 – 16|
| ● Demonstrates a sound understanding of the elements of a business plan i.e. business name and logo, prime function, legal structure, vision and mission, business goals, situational analysis, operations, marketing, finance, human resources and future prospects.  
● Communicates business information, ideas and issues using mostly appropriate business terminology.  
● Develops a sound and professional business plan with most elements of the report format present and in the correct order with few spelling or grammatical errors.  
● Most sources used are valid sources and referenced in the bibliography.                                                                                                                                                                                                     | 9 – 12 |
| ● Demonstrates a basic understanding of the elements of a business plan i.e. business name and logo, prime function, legal structure, vision and mission, business goals, situational analysis, operations, marketing, finance, human resources and future prospects.  
● Communicates basic business information, ideas and issues using some appropriate business terminology.  
● Develops a basic business plan with some elements of the report format present and with some spelling or grammatical errors.  
● Some sources have been used and referenced in the bibliography.                                                                                                                                                                                                         | 5 – 8  |
| ● Demonstrates an elementary or incorrect understanding of the elements of a business plan i.e. business name and logo, prime function, legal structure, vision and mission, business goals, situational analysis, operations, marketing, finance, human resources and future prospects.  
● Communicates limited or incorrect business information, ideas and issues using limited business terminology.  
● Develops an elementary or incorrect business plan with limited elements of the report format and with many spelling or grammatical errors.  
● Limited or incorrect use/no use of researching and sources.                                                                                                                                                                                                          | 1 – 4  |
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<thead>
<tr>
<th>Criteria</th>
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<tr>
<td>● Extensively communicates business information, ideas and issues in oral form using appropriate business terminology.</td>
<td>9 – 10</td>
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<tr>
<td>● Demonstrates sophisticated and comprehensive understanding of the key considerations in establishing a business.</td>
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<tr>
<td>● Thorough communication of business information, ideas and issues in oral form using appropriate business terminology.</td>
<td>7 – 8</td>
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<tr>
<td>● Demonstrates thorough understanding of the key considerations in establishing a business.</td>
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<tr>
<td>● Sound communication of business information, ideas and issues in oral form using mostly appropriate business terminology.</td>
<td>5 – 6</td>
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<tr>
<td>● Demonstrates sound understanding of the key considerations in establishing a business.</td>
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<tr>
<td>● Communicates basic business information, ideas and issues in oral form using some appropriate business terminology.</td>
<td>3 – 4</td>
</tr>
<tr>
<td>● Demonstrates basic understanding of the key considerations in establishing a business.</td>
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<td>● Elementary communication of business information, ideas and issues in oral form using limited appropriate business terminology.</td>
<td>1 – 2</td>
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<td>● Demonstrates an elementary understanding of the key considerations in establishing a business.</td>
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