

Report Structure:

It is suggested you use the following sections and headings to structure your research report.

- **Report preliminaries:** Title page, executive summary, table of contents (200 words)
- **Introduction:** Provide a brief description of the purpose and aim of the report. Describe the product or service to be offered and outline the nature of the industry applicable business venture. (600 words)
- **Body:** In the body of the report, present organisational, financial and marketing strategies as mentioned in the above criteria. (1500 words)
- **Conclusion:** you should conclude by linking the findings presented in the body and discussing about the future prospects of the business (200 words)

Marking Information: The Assessment 2: Business Project B will be weighted 30% of the total unit mark.

Marking Criteria:

Marking Criteria	Not satisfactory (0-49%) of the criterion mark)	Satisfactory (50-64%) of the criterion mark	Good (65-74%) of the criterion mark	Very Good (75-84%) of the criterion mark	Excellent (85-100%) of the criterion mark
Demonstrate knowledge and understanding of business structures, influences, functions and processes (30 Marks)	Demonstrate limited understanding of business structures, influences, functions, and processes	Demonstrate basic understanding of business structures, influences, functions and processes	Demonstrate some knowledge and understanding of business structures, influences, functions, and processes	Demonstrate sound knowledge and understanding of business structures, influences, functions, and processes	Demonstrate thorough knowledge and understanding of business structures, influences, functions, and processes
Presents a business plan using business terminology and concepts (Marks 40)	May presents a basic business plan using limited business terminology and concepts	Presents a limited business plan using some business terminology and concepts	Presents a business plan using relevant business terminology and concepts	Presents a logical and cohesive response in the form of a business plan using relevant business terminology and concepts	Presents a sustained, logical and cohesive response in the form of a business plan using relevant business terminology and concepts
Describe and discuss the challenges and risks associated with new business ventures (Marks 20)	Inadequate knowledge and discussion of the challenges and risks associated with new business ventures	Basic knowledge and discussion of the challenges and risks associated with new business ventures	Exhibits good understanding and discussion of the challenges and risks associated with new business ventures	Exhibits accurate and detailed understanding and discussion of the challenges and risks associated with new business ventures	Displays exceptional ability in understanding and discussion of the challenges and risks associated with new business ventures
Presentation, clarity and communication - Writing and Presentation. Academically written with appropriate length (approx. 2,500 words) and	-Inadequate academic writing (approx. 2,500 words) with errors in structure and logical expression. -Expression lacks clarity with lot o f spelling or grammar errors.	-Acceptable academic writing (approx. 2,500 words) with some errors in structure and logical expression. -Acceptably expressed with some spelling or grammar errors	-Good academic writing (approx. 2,500 words) with some errors in structure and expression. -Expressed well with some grammar errors. -Harvard citing for at least fifteen	-Very good academic writing (approx. 2,500 words) with few errors in structure and expression. -Very well expressed with few errors. -Mostly correct H a r v a r d citing for	-Excellent academic writing with approx. 2, 500 words and very few errors in structure and logical expression. -Professionally expressed