

Assignment Brief

Assignment Learning Outcomes

- Build a business plan by designing a strategic plan, conduct a feasibility analysis, understand franchising and how to buy an existing business
- Develop a marketing plan and how to use e-commerce, create a successful financial plan.

This is an individual piece of work. The assignment is business plan writing. The length of the assignment should be about 3000 words (+/-10%).

The word limit does not include 'administrative' sections of the assignment: the cover or title page, table of contents, table of figures, reference list, list of works cited, bibliography, or any appendices. Use Harvard Referencing for all Harvard related purposes.

Task:

You are required to write a business plan which will provide direction and increase the probability for success of a business idea within the today contemporary and very competitive market.

The business plan should include at least the following contents / elements:

Part I – 150-200 words

- ☐ Company overview
 - Mission statement - the purpose of the business
 - Vision statement – what the business desires to achieve in the long run
 - Business Core Values – the operating philosophy and principles that will guide the internal business conduct as well its relationship with its customers and partners

Part II – 800-1000 words

- ☐ Objectives – Specific, Measurable and Motivational, Attainable, Realistic, Time Bound
- ☐ Products
- ☐ Customers – consumer behavior and customers of the industry
- ☐ Industry and market analysis
 - Industry
 - PESTLE – Political, Economic, Social, Technological, Legal, Environmental conditions and trends (specify those they are opportunities or threats)
 - Customer
 - Competition – direct and indirect competitors, market share, strengths and weaknesses
- ☐ Internal business strengths and weaknesses

Part III – 1500-1800 words

- ☐ Business differentiation - how it will be achieved and perceived by customers
- ☐ Competitive advantage - reasons for which customers will choose your business as opposed to other alternatives
- ☐ Marketing Strategy
 - Target markets strategy
 - Marketing mix
 -  Product
 -  Price
 -  Promotion and advertising
 -  Placement – distribution system
- ☐ Sales strategy
 - Sales monthly forecasting – 2 years period

Part IV –750- 1000 words

- ☐ Operations Strategy
 - Business operations model
 - Buildings, Equipment, Technology, Cars,
 - Processes – i.e. Imports, Purchases, Production, Marketing, Sales, Warehouse, Accounting, Human Resource
- ☐ Management

- Organizational structure
- Internal employees and external associates (outsourcing)

Part V – 200 - 300 words

- Financial 2 year projected budgets
 - Financial model (own capital, loans, external shareholders) - chart
 - Administrative & Operating expenses - chart
 - Selling expenses- chart
 - Financial expenses - chart
 - Break Even Point Analysis (sales amount, sales units, and period point)
 - Cash flow management