***Marking guideline***

**BA: BUSINESS DEVELOPMENT PROPOSAL assessment Form**

**Academic Year:**

**Student Name:**

**Date of Submission:**

**BDP title:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Chap** |  | Marks |  |
| **1** | **Introduction**  Is the title stated clearly?  Is the abstract written clearly ?  Is the Introduction chapter well organised?  Are the Aims and objectives clearly expressed? | 10 |  |
| **2** | **The business opportunity**  Is the business opportunity described clearly? | 10 |  |
| **3** | **Literature Review**  Is extensive secondary research on the business project evident? Is the industry size, major players, growth rate, competitor analysis seen ? | 20 |  |
| **4** | **Methodology for study**  Are concepts and techniques to be applied identified (and duly referenced)?  Is the basis which will be used to assess the feasibility of the business development proposal clearly stated?. Are sources of data, and ethical issues stated? | 15 |  |
| **5** | **Analysis and findings**  Are the techniques stated in 4 properly applied?  Is there adequate analysis?  Are resource availability and constraints appraised?  Are other critical factors identified?  Has a sensitivity analysis been conducted? | 20 |  |
|  | **Evaluation of Business Development Plan**  Is the viability of the Business development proposal clearly discussed? Is a detailed plan of action and implementation outlined? What are the critical success factors? Alternately, if the BDP is not viable in its original form, what conditions would make it (or a variant) viable? | 15 |  |
|  | Good clear writing, adequate appendices, reference list, overall presentation | 10 |  |
|  | Total | 100 |  |

Marker: Date: