**10 Business**

**Making Financial Consumer Decisions**

**Checklist for Mobile Phone Plan assignment**

1. Purpose

* Discussed factors influencing consumer choices
* Explained short and long term consequences of these choices
* Purpose of report is clear
* Recommendations mentioned

1. Factors to consider

* Identified Sophie’s wants and needs
* Referred to Appendix A
* Described difference between two plan types

1. Mobile phone options

* Discussed features of a prepaid option
* Discussed features of a plan option
* Referred to Appendix B

1. Evaluation of mobile phone plan options

* Evaluated first option – benefits (advantages)
* Evaluated first option – costs (disadvantages)
* Evaluated second option – benefits
* Evaluated second option – costs

1. Recommendations

* Recommendation for most suitable plan clearly stated
* Explained reasons for this recommendation, using specific evidence
* Explained why other option not suitable
* Predicted short and long term consequences for unsuitable plan

1. Reference list

* Alphabetical order

Miscellaneous

* 1.5 line spacing
* Line spacing after headings and sections consistently the same