

Assignment Guidelines

1. Executive Summary, Introduction & Business Description

• Executive summary

- This should be on one (1) separate page.
- It should be placed at the front of the business plan.
- Maximum is 1.5 pages.
- It **should not be use** as “Introduction” of business plan.
- It is summary of the whole business plan.

2. Main Contents

• Company description/Business description

- General description of the business. (for example: Name of the company, the product or service that you provide to customer etc)
- Vision and mission.
- Goals or objectives of the company.
- Pages limit is between 1 to 1.5 pages.

• Industry analysis

- Industry size, growth rate, and sales projections.
- Industry structure.
- Nature of participants.
- Key success factors.
- Industry trends.
- Long-term prospects.
- Use PEST and SWOT analysis, and (or) Porter's 5 Forces to analyse the industry.

• Market analysis

- Target market (customers) identified.
- Customer's needs and wants.
- Competitor analysis.

• Marketing plan

- 4Ps (Product, Price, Promotion, Place)
- Marketing Implementation Plan
- Marketing Strategy

• Operational plan

- Legal and licensing requirements, management details, organizational structure and professional advisers
- Insurance and security needs, critical risks and (or) contingency plans.
- Business premises and plant and equipment and needed and business processes.

• Financial Projections

- Income Statement (3 years estimation, yearly basis)
- Balance Sheet (3 years estimation, yearly basis)
- Proforma Cash Flow (3 years estimation, yearly basis)
(To be advised by the tutor)

3. Originality and depth of research.

4. Professional format and structure.

Structure, language, clarity, readability and references.