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# Introduction and Business Idea – 8%

* Concept must be clearly articulated.
* Value proposition/benefits must be clearly articulated.
* Customer/problem must be identified clearly.
* Other sections briefly summarised by way of executive summary.

# Marketing Plan - 14%

Clear discussion on:

* Target market characteristics
* Needs of segment identified.
* Tools proposed to be used for communication/marketing to chosen segment(s)
* Assessment of competitions position in market
* Relevant discussion under at least 4 of the 5‘P’s – (Production, place, price, promotion)
* Approach to customer satisfaction discussed and clear.

# PESTEL Analysis – 14%

* ***Very clear understanding shown of PESTEL framework.***
* ***All six headings clearly applied to specifics of industry/project with justified conclusions***
* ***Very well structured***
* ***Well sourced and utilised references***

## What is a PESTEL analysis?

A PESTEL analysis is used to study the key external factors that influence an organisation. It’s a broad activity used to find the facts around these external factors that may affect an organisations decision. The word PESTEL is an acronym for Political, Economical, Sociological, Technological, Environmental, and Legal. (CIPD, 2021)

## Why use a PESTEL analysis?

Organisations will use this analysis to maximise opportunities and minimize threats once they have gathered all of the facts around each external factor. This analysis can detect and comprehend long-term trends, support a variety of business planning situations.

### Strategic business planning

Using PESTEL analysis, contextual information is provided about the direction of the business, its growth targets, and risks to productivity. The legitimacy of existing products and services can be determined, and the production of new products are defined.

### Workforce planning

Disruptive changes to business models can be detected using the PESTEL analysis which, in turn, would affect the landscape of future employment. Skill gaps, job reductions, and new roles can be identified.

### Marketing planning

In the situation phase of the market planning process, PESTEL provides the climate element, helping to arrange business activities. With the activities being prioritised, the accomplishment of particular marketing objects will be carried out within an established timeframe.

### Product development

Information on whether to enter or leave a route to market can be determined through the PESTEL analysis. It can also conclude if a product fulfils needs required in the marketplace.

## What are the external factors?

**P**olitical

**E**conomic

**S**ociological

**T**echnological

**E**nvironmental

**L**egal

# Operations Plan – 14%

* Project plan for development of solution clear
* Resources are clearly identified.
* Technology components (languages/platforms etc) discussed
* Rollout and support options/Requirements discussed.
* Potential future developments discussed.

# Industry Analysis (using porters framework) – 14%

* All 5 aspects of Porter model – detail understanding shown.
* Thorough analysis of industry chosen under each heading, justified by references and insight.
* Very well structured

# Business Canvas - 14%

* Concept of Business Canvas Explained
* All nine elements referenced.
* Clear effort to rigorously analyse project idea under each heading.
* Comment on concerns/strengths/weaknesses etc. as revealed through analysis.

# Strategic Positioning (using Porter’s Generic positioning as a basis) – 14%

* Understanding shown of Porter’s generic strategic positions
* Strategic choices and positioning of own business idea clearly articulated and linked to Porter’s framework.
* Very well structure.

**Overall Structure/Flow – 8%**

* Extremely well laid out
* Table of contents and broken into relevant sections and sub sections
* Use of diagrams where appropriate to show frameworks etc
* Relevant information grouped together
* Language clear and logical/flows very well