

Assignment Brief

Module Name	New Enterprise Development
Module Code	BUSN6120
Assignment Title	Business Plan
Type of Assignment/Weighting	Individual/70%
Word Count/Time allocation (for presentations)	3,000 words (with an allowance of 10% deviation over the word count)
Issue Date	20/09/2024
Submission Date	January 15, 2025, at noon (12 PM)
Date of Feedback to Students	February 5, 2025
Where feedback can be found	Moodle

Assignment task

Produce a business plan for establishing a new business venture. Your business plan must comply with the following:

1. Your product or service must have a Unique Value Proposition (UVP).
2. Your business idea must be realistic and realisable.
3. Your venture must have revenues from year 1 or 2.

If you are able to, I encourage you to develop business ideas that can contribute to the United Nations Sustainable Development Goals. Contribution to the UN Sustainable Goals is not a requirement for a business plan.

The United Nations Sustainable Development Goals

1. No Poverty
2. Zero Hunger
3. Good Health and Well-being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation, and Infrastructure
10. Reducing Inequality
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life On Land
16. Peace, Justice, and Strong Institutions
17. Partnerships for the Goals

To read more about these goals, [see](#):

Word limit

3,000 words (10% allowance)

Words in the figures, tables, etc. must be counted towards the word count. You must indicate the word count clearly on the title page.

The word count will include everything in the body of the text, such as quotations, citations, footnotes, and subheadings. It does not include the coursework title, bibliography, references, appendices, or other supplementary material, which does not form an essential part of the text (see Note 1). Unless stated otherwise, there is an allowance of 10% deviation over the stated maximum word count. ([Academic Regulations](#))

Content and Structure

The business plan MUST include the following sections:

1. Title page - You need to include the name of your venture, your name, contact information (e-mail), date, and word count.
2. Table of contents – You need to list the sections of the business plan and commencing page numbers.
3. Executive summary – You need to provide a convincing summary of your business plan. This should include the key elements from the business plan, including product (or service), market, company and the management team, operations, and financials.
4. Product (or service) – You need to include an explanation of the product or service (may also include a diagram of your product), and a unique value proposition (UVP). Avoid scientific jargon and use plain English if possible.
5. Market analysis – This section should be based on desk research. No actual field (primary) research requiring ethics approval should be conducted. Make sure to use the tools discussed in class (For example, Porter's five forces, PESTEL and Competitive Positioning)!
 - a. Size and growth
 - b. Attractiveness of the market
 - c. Competitor analysis
6. Marketing plan
 - a. Pricing
 - b. Distribution channels
 - c. Promotion
7. Company and the management team
 - a. Explain the mission and vision
 - b. Your short biography in a paragraph format (A CV should also be included in the Appendix)

8. Operations plan
 - a. Scope of operations – Major activities to be performed in-house/outsourced; Personnel
 - b. Development timeline – Briefly explain the development timeline. Also, include the Gantt chart in this section
9. Financial Plan
 - a. Summary forecasted income statements (3 years)
 - b. Major assumptions and risks
 - c. Funding required (amount, source, timing, and purpose).
 - d. Detailed assumptions
10. CV –Anything else included here except your CV will not be read and marked.
 - a. Your Curriculum Vitae (CV)
11. References - List the references alphabetically here using the [Harvard Reference Style](#).

- Do not conduct any primary research that requires ethics approval from the university.
- Title page, table of contents, appendix, and references do not count toward word count.
- As the planning time horizon is relatively short, you may form the conclusion that the business is not viable, but that does not invalidate the plan. If the business is not viable, make sure you state this in your executive summary and why. If confidentiality is important to you, please state this on the front cover of your business plan. Otherwise, it may be shown to future students as an example.

Rough Breakdown of the Word Count

Section	Word count
Executive summary	200 words
Product (or service)	300 words
Market analysis	650 words
Marketing Plan	400 words
Company and the management team	200 words
Operations plan	300 words
Financial plan	950 words
Total word count	3000 words

* This is only a suggestion. This can vary depending on your business plan.

Format

1. Business plan must use the structure explained above.
2. Business plan must be submitted in Microsoft Word format. Do not submit PDF documents.
3. Business plan should be typed (12 point in any appropriate font for the main text, single-spaced throughout the main text).
4. Business plan should have page numbers.
5. Headings and wherever required sub-headings must be used to arrange the content of the report. All headings and sub-headings must be appropriately numbered.
6. All figures/tables must be numbered, have a title and be accompanied by an appropriate legend if needed.
7. Use formal language. Do not use slang or other informal diction.
8. Business plan must use the Harvard Referencing Style. Information on the Harvard Referencing Style can be found in the [link](#)

Marking criteria

Detailed marking criteria are provided on pg. 7-8 of this document.

Submission instructions

You are required to submit your business plan electronically on Moodle.

Useful resources

There are no assignment-specific reading lists. The resources recommended here should not be treated as an exhaustive list. Focus on “quality” references from reputable sources.

General resources

- Lecture slides and recordings (detailed information on how to write each section of the business plan)
- Greene, F.J. (2020). Entrepreneurship Theory and Practice.
- Osterwalder, A. and Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers

Market analysis

- Business Source Ultimate (In the first search box, type “industry profile”; in the second search box, type the industry you want (ex. “software”) [Business Source Ultimate](#)
- Euromonitor Passport business intelligence on countries, companies, markets, and consumers: [Click Here](#)
- IBIS World Industry Research reports: [Click Here](#)
- MarketLine Advantage up-to-date reports of company, industry, financial, and country data

Marketline

- Consumer market studies -[Intel](#)
- [Statista](#)

Economic Indicators

- OECDiLibrary: [OECD Main Economic Indicators](#)
- Trading Economics [United Kingdom Indicators \(tradingeconomics.com\)](#)

Patents

- European Patent Office [Espacenet – patent search](#)
- US Patent and Trademark Office [United States Patent and Trademark Office \(uspto.gov\)](#)

Other resources

- Competitors' annual reports [Statista - Library and IT - University of Kent](#)

Pitfalls

1. BP not based on verifiable research and data
2. Unrealisable and unrealistic business plan
3. Inconsistent, conflicting, or under-developed analyses
4. Not applying the tools and frameworks discussed in class
5. No use of Harvard referencing style or inconsistent use of Harvard referencing style
6. Not having in-text citations wherever required. For example, in-text citations are required when providing figures and facts or to support an argument
7. Careless presentation and proof-reading
8. Not meeting the content, structure, layout, and style requirements
9. Very short executive summary. Executive summary is not an abstract!
10. Bad "quality" references from not reputable sources.

General tips and recommendations

1. Be sure that your business plan has the correct structure explained on pages 2-3 in this document and correctly cite material in the [Harvard style](#)
2. Work closely with the marking criteria listed on pg. 7-8. Think about how you are demonstrating each of the things that the examiner will be looking for.
3. Start working on the report early. Do not wait until the last minute to work on your business plan. It will take time to write business plans, conduct research, and find supporting references.

4. Think about what makes your report distinctive. Marking is not done on a comparative basis, but it is still worth thinking about what analysis, research, or insight makes your work unique or noteworthy. Earn your First.
5. Make sure you provide evidence and support for the analysis
6. Make sure to take note of the deadline and submit in good time. It is important that you know that Turnitin will not allow late submissions (see the Module Guide for further instructions on late submission) and that “technological problems” are not a valid reason for submitting late.

Report FAQs

Can I go over the word count?

10% maximum leeway is allowed. After this proportionate penalties are applied to be fair to all students. Students should do their best to stick to the 3,000-word limit. The Module Convenor’s judgment is final.

How much reading/research should I do?

Your research should ensure that you have full knowledge of the lecture materials, the seminar reading materials, and the seminar discussions that have taken place during the term. You should also carry out additional reading/research to enable you to be able to provide supporting evidence with which to justify any arguments that you make. In sum, you should do as much reading as necessary in order for you to write your business plan coherently and confidently.

Can I send the Module Convenor or Seminar Leader a draft of my report?

Due to the size of the course, it is simply not practical to do this for everyone and it would not be fair to do it for some students and not all. Students wishing to ask questions or talk over any issues that they are having trouble understanding are welcome to make a virtual appointment with the Module Convenor.

KBS UNDERGRADUATE CATEGORICAL MARKING CRITERIA

CLASS	MARK	READING & KNOWLEDGE	UNDERSTANDING, ANALYSIS AND ARGUMENT	ORGANISATION AND PRESENTATION
HIGH FIRST 85+ <i>'Exceptional'</i>	100 95 85 82	Very extensive reading and exceptionally comprehensive knowledge which indicates a high level of independent background research.	Very full and perceptive awareness of subject matter, with original critical and analytical assessment of the issues and excellent grasp of their wider significance. Combines a comprehensive understanding of theoretical issues and empirical application. Clear evidence of a high level of originality and independent thought along with an ability to defend a position logically and convincingly with arguments presented that are sophisticated and challenging.	Very well-structured piece of work demonstrated by an excellent arrangement & development of material & argument. Excellent English and meticulous presentation, immaculate referencing and extensive bibliography/list of references. Observes the word limit.
FIRST <i>'Excellent'</i>	78 75 72	Wide reading and comprehensive knowledge of the subject matter which goes beyond the course material and lectures.	Full and perceptive awareness of issues, demonstrating an appreciation of all major points and a clear grasp of their wider significance. Clear evidence of independent thought, ability to defend a position logically and convincingly. At the higher end, can make linkages between theoretical issues and empirical application and also demonstrates some originality and flair.	Well-structured piece of work with very careful thought given to arrangement and development of material and argument. Excellent English with appropriate referencing and comprehensive bibliography/list of references. Observes the word limit.
UPPER SECOND <i>'Very Good'</i>	68 65 62	Very good range of reading and good knowledge which comprehensively covers course material and may go beyond this.	A comprehensive argument demonstrating a sound awareness of issues and a serious understanding of their wider significance. Evidence of careful thought with a well- developed argument. Use of theories, concepts and research findings which are largely precise although there may be factual errors or inaccuracies.	Well-organised answer with a clear structure which facilitates the development of material and argument. Very good English with appropriate referencing and bibliography. Observes the word limit.

<p>LOWER SECOND</p> <p><i>'Good'</i></p>	<p>58 55 52</p>	<p>Fair range of reading and reasonable knowledge of course material</p>	<p>Work is a satisfactory response to the question. It demonstrates some grasp of theory and its relation to empirical data but less awareness of issues and their wider significance. It is largely accurate but may contain more than minor errors such as incorrect facts or errors of omission. There may be some attempt at serious argument but this is not fully developed. The work may appear correct but lacks originality and clarity of thought for an above average grade.</p>	<p>Good effort to organise the material and argument. Adequate English with reasonable referencing and bibliography. Adequate observation of the word limit.</p>
<p>THIRD</p> <p><i>'Satisfactory'</i></p>	<p>48 45 42</p>	<p>Some reading but with incomplete knowledge of course material.</p>	<p>Awareness of issues and of their wider significance but at a basic level. Largely descriptive with some errors and omissions. Limited argument.</p>	<p>Structure of the work is weak and there is a limited effort to organise material and argument. Satisfactory English but may contain some errors. Limited referencing and bibliography. May not observe the word limit.</p>
<p>FAIL</p> <p><i>'Limited'</i></p>	<p>38 35 32</p>	<p>Limited reading with evident gaps in knowledge. Lack of familiarity with course material is evident.</p>	<p>Limited awareness of issues and of their wider significance and contains a small amount of acceptable and relevant information. Clearly deficient answer which contains substantial errors, omissions or irrelevancies.</p>	<p>Structure is largely absent indicating very little effort put into organising material. Significant errors in English and poor referencing and bibliography. Does not observe the word limit.</p>
<p>LOW FAIL <30</p> <p><i>'Very Limited'</i></p>	<p>25 20 10 0</p>	<p>Very limited level of reading and failure to demonstrate competent knowledge. Knowledge of course material is absent.</p>	<p>Lacks familiarity with the subject, demonstrating very poor awareness of issues and of their wider significance. Competent understanding is absent and assignment is characterised by confusion.</p>	<p>Assignment lacks structure and there is a clear absence of organisation of material. Substantial errors in English, poor or absent referencing, word limit ignored.</p>

Avoiding plagiarism

What is plagiarism?

Plagiarism is a form of academic misconduct. Plagiarism may be committed in a number of ways, including:

- Copying another person's work or ideas. This includes copying from other students and from published or unpublished material such as books, internet sources, paper mills, computer code, designs, or similar
- Submitting previously submitted or assessed work of your own without attribution
- Submitting work solicited from (or written by) others
- Failing to adequately reference your sources

Plagiarism and **duplication of material**, as defined below, are cited in the regulations as examples of breaches of General Regulation V.3:

- **Plagiarism:** Reproducing in any work submitted for assessment or review (for example, examination answers, essays, project reports, dissertations or theses) any material derived from work authored by another without clearly acknowledging the source
- **Duplication of material:** Reproducing in any submitted work any substantial amount of material used by that student in other work for assessment, either at this University or elsewhere, without acknowledging that such work has been so submitted

What are the penalties for plagiarism and duplication of material?

The penalties can be severe. They include marks of zero for individual coursework and de-registration from university for serious or repeat offenses. Additionally, offenses may be noted in your student record.

For more information on plagiarism (and referencing) please see the KBS Student Handbook and the university policy on academic discipline (Annex 10 of the Credit Framework), which can be found at:

<https://www.kent.ac.uk/education/regulatory-framework/credit-framework>

Therefore, it is vital that you ensure all assignments are your own work and follow good academic practice, including the correct academic referencing.

Advice on avoiding plagiarism and the University's guide to academic integrity, plagiarism, and Turnitin, the plagiarism detection software used by the University, can be found at:

<https://student.kent.ac.uk/studies/academic-integrity>