**Course Project – Business Plan – Marking Sheet**

CIS – 1170 – Business Fundamentals

Winter, 2015

**Business Plan– completed as a group –** Following the business plan template that is currently on SAM (Chapters 1-3 folder), you (and your group) will develop a business plan for a fictitious company. Originality is important (be original—not bizarre), so put your brains together! Each person in your group has $15 000 saved for start-up costs, but you will require a lot more money to get your business off the ground. The bank will give you no more than 70% (you must invest 30% of your own money for business start-up). **/25**

Guidelines for the business plan are listed below:

1. The following parts of the business plan need to be included (sub-categories may be included for many of these):
   1. Cover Page (and cover letter)
   2. Table of Contents
   3. Executive Summary
   4. Company Description
   5. Mission Statement
   6. Management Plan
   7. Products and Services
   8. Operational Plan
   9. Marketing Plan (include e-business here)
   10. Global Issues (if applicable)
   11. Financial Plan (keep this very basic, see the templates in Excel)
   12. Appendices **/10**
2. The plan must look professional. It would be wise to follow a template or outline to ensure the formatting is consistent and appealing. **/5**
3. Peer-editing and proofreading is important. Ensure that you proof your plan many, many times before submitting it. **/3**
4. Graphs and charts should be used in your financial plan. Keep your numbers as realistic as possible. **/2**
5. Teamwork – based on peer evaluations **/5**