

**UNIVERSITY EXAMINATIONS****SEMESTER 1  
ASSIGNMENT 1 (MNE3701)****Entrepreneurship and Small Business Management****Due date: 25<sup>th</sup> March 2025 @23h00.****Examiner  
Dr. SJ Chiromo****Instructions:**

- Start with a cover page stating the module code (MNE3701) and your student number.
- Submit your assignment as a single document in PDF format.
- Submit the assignment before or on due date.
- Please ensure that your PDF document is NOT encrypted to a “secured” mode and that it is NOT password-protected as these files cannot be marked. Virus-infected files will also not be marked.
- Submit your project in one PDF document by using the Assessment option on Moodle.
- You need to answer the questions in your own words. Plagiarism will not be tolerated and may result in disciplinary action, if detected.
- Your assignment should not exceed 15 pages.

Please include the following declaration at the end of your examination answer:

I, ..... with student number, ..... hereby declare that I have read the Unisa policy on plagiarism and the student disciplinary procedures documents made available on the myUnisa module site; and I understand what constitutes plagiarism, collusion and academic fraud. I declare that this assignment is my own original work and that I have not allowed anyone else to borrow or copy my work.

Good luck with your assignment!

**TURNOVER**

**PLEASE NOTE – PLAGARISM is UNACCEPTABLE. If we detect plagiarism in your work, you will receive a zero mark.**

Any form of plagiarism - the passing of someone else's work as your own (such as submitting as your own work a paper or portion of a paper written by another person) - is completely unacceptable and won't even be considered for marking. Work you submit should be entirely unique. **Do not copy an existing business plan or work from other students as plagiarism test will be conducted on your work, and any evidence of plagiarism will end up a student being awarded zero.**

#### **QUESTION:**

Having acquired sufficient knowledge and skills on business plan, you must demonstrate practical competencies in developing a feasible business plan.

Suppose you want to start a business, but you do not have capital. You then decide to approach the investors to fund your business. Based on actual research, develop a feasible partial business plan, which consists of the following components:

- a cover page ( 5)
- a table of contents (5)
- an executive summary ( 5)
- an industry, target customer and competitor analysis (30)
- a description of the company (5)
- a product/-service plan (10)
- a marketing plan (10)

Your partial business plan will be assessed based on the below marking rubric:

Score	Criteria
61 to 70	<ul style="list-style-type: none"> <li>• Sufficient cover page information is provided.</li> <li>• There is sufficient professionalism and adequacy in the table of content.</li> <li>• An executive summary adequately captures the reader's attention and it adequately consists of the required information.</li> <li>• Adequate analysis on industry, target customer and competitors is provided.</li> <li>• The business description outlines adequate and appropriate information.</li> <li>• A product and market plan is provided with relevant information.</li> <li>• There is sufficient evidence that the work was not plagiarised (any indication of plagiarism will end up the student scoring zero)</li> <li>• Content is summarised and professionally presented.</li> <li>• Write up indicates excellent understanding of elements of a business plan.</li> <li>• The description of the elements of a business plan is appropriate and meaningful.</li> <li>• The analysis is appropriate, meaningful and beyond the obvious.</li> </ul>
34 to 60	<ul style="list-style-type: none"> <li>• Cover page information is provided.</li> <li>• There is somewhat professionalism and adequacy in the table of content.</li> <li>• An executive summary somewhat captures the reader's attention and adequately consist the required information.</li> <li>• An analysis on industry, target customer and competitors is provided.</li> <li>• The business description somewhat outlines required information.</li> <li>• A product and market plan is provided with somewhat relevant information.</li> <li>• There is somewhat evidence that the work was not plagiarised (any indication of plagiarism will end up the student scoring zero)</li> <li>• Content is somewhat summarised and professionally presented.</li> <li>• Write up indicates somewhat understanding of elements of a business plan</li> <li>• The description of the elements of a business plan is appropriate with substantial content.</li> <li>• The analysis is appropriate, substantial content.</li> </ul>

0 to 33	<ul style="list-style-type: none"><li>• Content regurgitated.</li><li>• Not consistently linked and integrated. Rather disjoint.</li><li>• Description of elements of a business plan is inappropriate and superficial.</li><li>• Analysis of the content of the business plan is inappropriate and superficial.</li><li>• There is sufficient evidence that the student submitted a plagiarised work.</li></ul>
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**TOTAL MARKS FOR ASSIGNMENT 1 [70]**