**SUMMATIVE ASSIGNMENT – Assignment 2**

**This is an individual submission of written work contributing 80% of the summative assessment for this module. This submission is a business plan based upon your own individual business idea. The subject matter should differ from that of the summative group presentation, which is a business pitch for funding for a business idea you and your group have agreed upon.**

**Business Plan**

Develop a business idea relevant to an industry of your choice and write a business plan for a new business designed to address this idea. Address the following points:

* Explanation of the business idea
* Your potential customer(s) and target market(s) including, but not limited to, market size, location, customer needs etc.
* Analysis of the nature of the market and likely competition (both existing and potential)
* How you propose to produce/deliver the product/service
* Forecasts for sales, costs and profits (or surplus if it is a social enterprise) for the first three years
* Justification of the financing of the business
* Management of the business and employees
* Anticipated problems and risks and how you propose to overcome these challenges

Please note that a business idea is not equivalent to product development/invention, so if your business idea is about inventing or developing a new product, you still need to provide full detail on how you are going to get this new product to the market. In other words, you must see yourself as a potential business owner and your business plan needs to cover all the above aspects.

**Overall word limit: 3,000 words maximum.**

**SUBMISSION INSTRUCTIONS**

**Your completed assignment must be uploaded to DUO no later than 12:00 midday on 5th May 2017.**

**A penalty will be applied for work uploaded after 12:00 midday as detailed in the Programme Handbook. You must leave sufficient time to fully complete the upload process before the deadline and check that you have received a receipt.**

**An IDENTICAL paper copy should be placed in the post box outside the Undergraduate Admin Office in the Business School no later than 15:00 (3 pm).** Work will not be marked unless this identical paper copy is received.

Assignments should be typed, using 1.5 spacing and an easy-to-read 12-point font. You should use double-sided printing, and ensure that assignments are securely bound. Written assignments and dissertations/business projects must not exceed the word count indicated in the module handbook/assessment brief.

The word count should:

* *Include* all the text, including title, preface, introduction, in-text citations, quotations, footnotes and any other items not specifically excluded below.
* *Exclude* diagrams, tables (including tables/lists of contents and figures), equations, acknowledgements, declaration, bibliography/list of references and appendices. However, it is not appropriate to use diagrams or tables merely as a way of circumventing the word limit. If a student uses a table or figure as a means of presenting his/her own words, then this is included in the word count.

Examiners will stop reading once the word limit has been reached, and work beyond this point will not be assessed. Checks of word counts will be carried out on submitted work, including any assignments or dissertations/business projects that appear to be clearly over-length. Checks may take place manually and/or with the aid of the word count provided via an electronic submission. Where a student has intentionally misrepresented their word count, the School may treat this as an offence under Section IV of the General Regulations of the University. Extreme cases may be viewed as dishonest practice under Section IV, 5 (a) (x) of the General Regulations.

Very occasionally it may be appropriate to present, in an appendix, material which does not properly belong in the main body of the assessment but which some students wish to provide for the sake of completeness. Any appendices will not have a role in the assessment - examiners are under no obligation to read appendices and they do not form part of the word count. Material that students wish to be assessed should always be included in the main body of the text.

Guidance on referencing can be found in the programme handbook and on DUO.

**MARKING GUIDELINES**

Performance in the summative assessment for this module is judged against the following criteria:

* Relevance to question(s)
* Organisation, structure and presentation
* Depth of understanding
* Analysis and discussion
* Use of sources and referencing
* Overall conclusions

**PLAGIARISM AND COLLUSION**

Students suspected of plagiarism, either of published work or the work of other students, or of collusion will be dealt with according to School and University guidelines.

**END OF ASSESSMENT**