**BUSINESS PLAN & BUSINESS PITCH REVIEW (40%)**

**Task 1: Purpose of developing a business plan**

The objective of this task is to enable students to recognise and demonstrate their knowledge in entrepreneurship by developing realistic **business plans** applicable in Malaysia’s business environment.

**Instructions**

1. Students are to form groups of **FIVE (5) to SEVEN (7)** members ONLY. The group leader must submit the names of the members to the lecturer.
2. Students are required to come up with a new and original idea/product/service for a start-up venture/enterprise. Based on the idea, students are required to develop a business plan.

**Outline**

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| **TASK 1: Business Plan Write-Up** | | |
| **TOPICS** | **DESCRIPTION** | **MARK/S ALLOCATION** |
| **Cover Page** | Please use the cover page given by the lecturer. | - |
| **Table of Contents** |  | - |
| **1.0 Executive Summary**  **(1 page)** | *Complete this section after the rest of the business plan.*  Simply highlight the most important aspects (size & type of company, management, product/service offer, basic industry offer, size of target market, financial goals) of the plan. | 1 mark |
| **2.0 Company Summary** | 2.1 General description of  Business (i.e. legal name,  logo, address & location map, company  ownership, etc.)  2.2 Start-up summary  2.3 Type of business  2.4 Mission statement  2.5 Goals and objectives | 5 marks |
| **3.0 Products or Services** | 1. 3.1 Products or Services 2. description 3. 3.2 Sales literature 4. 3.3 Competitive comparison 5. 3.4 Technology | 4 marks |
| **4.0 Market Analysis Summary** | 1. 4.1 Market segmentation 2. 4.2 Market analysis 3. 4.3 Target market 4. 4.4 Market needs 5. 4.5 SWOT analysis 6. 4.6 Competition & buying 7. patterns | 6 marks |
| **5.0 Strategy & Implementation Summary** | 1. 5.1 Competitive Edge 2. 5.2 Pricing Strategy 3. 5.3 Promotion Strategy 4. 5.4 Sales Strategy 5. 5.5 Sales Forecast 6. 5.6 Milestones | 6 marks |
| **6.0 Management Summary** | 1. 6.1 Organisational Chart 2. 6.2 Management Team 3. 6.3 Personnel Plan | 3 marks |
| **7.0 Financial Plan** | 1. 7.1 Projected Profit & Loss 2. 7.2 Projected Balance Sheet | 3 marks |
| **Appendix** | * Company brochure designs, ad designs company website screenshots, etc. | 2 marks |
| **TOTAL** | | **30 marks** |
| ***Note***  *You may use the following link to explore the business plan samples of different industries and companies -* [*http://www.entrepreneur.com/landing/216013*](http://www.entrepreneur.com/landing/216013) | | |

**Task 2: Purpose of reviewing a business pitch**

The objective of this task is to expose students to actual business pitches and allow them to review the effectiveness of a business pitch in several aspects.

**Instructions**

1. Each group (group members same as in Task 1) is required to choose any **ONE (1)** business pitch which is related/similar to the business plan as in Task 1.
2. To choose the business pitch, please access to Shark Tank, an American reality television series which premiered on ABC. Please click on the following link to view the business pitches: <http://abc.go.com/shows/shark-tank>. After viewing the desired business pitch, each group should produce a 2-5 page review report to critique the entire pitch process.

**Outline**

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| **TASK 2: Business Pitch Review Report** | | |
| **TOPICS** | **DESCRIPTION** | **MARK/S ALLOCATION** |
| **1.0 Pitch Opening** | Hook   * interesting/gained immediate attention from listeners * managed to relate listeners to the need/problem | 1/2 mark |
| **2.0 Product/Service** | What does the firm offer   * simple, easy to understand * highlight customer benefits | 1 mark |
| **3.0 Target Market** | Who is the product/service for?   * managed to explain the characteristics and needs of the target market * mentioned customer’s testimony (if exists) * managed to quantify the size of the market the firm will target, using numbers from a reputable source | 2 marks |
| **4.0 Competition** | What makes the firm unique?   * managed to identify a few competitors as well as what they provide * described some ways how the company is different from its competitors (employees/team/expertise) | 2 marks |
| **5.0 Revenue Model** | How the firm earns its money?   * options or packages available * mode of payments (cash/credit) * distribution channels | 2 marks |
| **6.0 Investors** | How the firm earns its money?   * investment required at this stage of the business planning process and for what purpose(s) that money will be used? * how, when, and with what rate of return the firm expects to payback investors? | 2 marks |
| **7.0 Pitch Closing** | End   * in a memorable way * with any tagline or thank you | 1/2 mark |
| **Reference** | Please copy and paste the link of the Shark Tank business pitch that you have chosen. | |
| **TOTAL** | | **10 marks** |
| ***Note***  *Please critique the business pitch using your own opinions/suggestions (e.g. how could the business owner avoid certain mistakes during the pitch; what should he/she include to attract the investors, etc.). You can also give your opinions on the investors or ‘sharks’ involved in the pitch.* | | |

**Project requirements**

Your project should comply with the following: -

* Typed using Times New Roman: Font size 12; 1.5 line spacing and justified.
* Use the standardized ‘Cover Page’ provided by the lecturer.
* Bind both Business Plan Write-Up (Task 1) and Business Pitch Review Report (Task 2) together.
* Delegate the tasks accordingly to your group members. Each member **MUST** fill out the **Declaration Form** and it must be included in the Appendix section of the project. Marks will be penalised for those who fail to submit the Declaration Form.
* Submission date and time: **15th August 2014 before 5.00p.m.** Late submissions will not be entertained and the entire group members will lose 40% of their coursework marks.