

Professionalism in IT
2016-17
Business Plan Group work (Coursework no. 2)

Name:	Banner Id:

Group Assessment	Comments	Marks
<u>Format and Style</u> (structure of the report, use of headings, uniformity of fonts and style, use of table of references; use of professional language; use of introduction and conclusions) (10 marks)		
<u>Executive Summary</u> (well summarised main points of the report; written in third person) (10 marks)		
<u>Product Description</u> (well described product / service ; with relevant rationale; relevance of the arguments ; correct use of arguments provided in the sources used, What value does it bring to the customer) (10 marks)		
<u>Company Information/ management team–</u> (detailed company history along with a brief explanation of how the company has come together; concise explanation of the skills of the various team members and how the various tasks were divided within the business (10 marks)		
<u>Environmental Analysis –</u> Use either a PESTLE or SWOT analysis to show they understand their intended industry environment. Competitor Analysis – well identified competitor or substitute products or services and outline the advantages that their product has over their competitors. (20 marks)		
<u>Target Market analysis –</u> (a thorough analysis of the target market along with a detailed		

description of a typical buyer; indicated industry segments and highlighted which segment the business will participate in; details of the potential size of the market and, in addition, outline if the market is scalable) (10 marks)		
Marketing Plan – clearly stated how the business will position itself in the market and how it will differentiate itself from competitors; well described approach to price, promotion and distribution. (10 marks)		
Costing – (well thought through and realistic projections made) (10 marks)		
Individual Assessment		
Critical Reflection (a well described self-reflective narrative about team working and what could have been improved to enhance the team's performance and improve the quality & impact of the Business Plan. (10 marks)		
Final Grade:	____%	