# SBA – Term 3

# Business Plan

BUSINESS STUDIES

GRADE 10

TOTAL MARKS: 50

UCT ONLINE HIGH SCHOOL

IN COLLABORATION WITH VALENTURE INSTITUTE

## WHAT IS PLAGIARISM

Plagiarism is when you use someone else's work without giving them credit. Please ensure that you do not copy the answers from the online campus or any other sources. Complete this test in your own words.

## DECLARATION SCHOOL-BASED ASSESSMENT

I declare that all work in this SBA is my own. I have not committed plagiarism as defined by the plagiarism policy. I have not copied any resources from the online campus to help me complete this SBA.

Type your name here.

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Student signature

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## LEARNING OUTCOMES

- **Apply** the skills and knowledge covered in Term 3 to answer questions based on the research questions.

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## INSTRUCTIONS

1. This Business Research Project forms part of your Grade 10 SBA final result.
2. This project will cover seven modules covered in Term 3:
   - Problem-solving techniques (Module 18)
   - Market research and business opportunities (Module 19)
   - Business location decisions (Modules 20)
   - Presentation of business-related information (Module 21)
   - Business plan (Modules 22–24)
3. This project is broken down into SEVEN phases that will be completed during Modules 18–24.
4. Each phase will address specific content and you will be required to complete a portion of your project. This evidence will form part of your final business plan submission.
5. Once all SEVEN phases are concluded, you will combine the evidence and create your final business plan for submission.
6. The maximum mark is **50 marks**.

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## INSTRUCTIONS:

For this research assignment, you are required to come up with a new business idea using one or more of the creative thinking/problem-solving techniques and complete a business plan for your idea.

The assignment will be conducted in SEVEN phases. Each phase will address specific questions that have to be researched and answered. Once all SEVEN phases are concluded, it will form your business research project. You will be required to submit evidence of the work complete for each stage. The final submission of your business research project will be in Module 24.

## DETAILS OF EACH PHASE:

**Phase 1:**

Come up with a new business idea using one or more of the creative thinking or problem-solving techniques.

**Phase 2:**

Using the idea identified in Module 19, carry out the 6 steps involved in identifying a new business idea. You will be provided with a template to guide you. Develop a research instrument and then conduct market research. Conduct a SWOT analysis. You will be provided with a template to guide you.

**Phase 3:**

Using a template identify and justify the ideal business location.

**Phase 4:**

Design a flyer or advert for the project.

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**Phase 5**:

Prepare the content page of the business plan. This will be used later on as a checklist.

**Phase 6:**

Create and complete the introductory pages (all but the Executive summary which is done last). Create and complete the marketing plan.

**Phase 7:**

Using a template, demonstrate an understanding of financial analysis and the financial viability of the business. Complete the operations and management plans. Complete the executive summary and submit the final business plan.

## CRITERIA:

The research report must meet the following minimum requirements:

- The project must be typed and the following used: Arial font size 12, line spacing 1.5.
- A cover page (include: school's name, your name & surname, class, subject, topic).
- Contents page with page numbers.
- Learners are required to use their own words and write in full sentences. (Please note that plagiarism is a punishable offense.)
- Type only on one side of the page.
- Pages must be numbered.
- All elements of the business plan must be present and complete.

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- In-text referencing must be used to acknowledge sources. When using the information/ideas from other people in an essay, you MUST tell the reader where the information came from.
- Bibliography must be typed out in full.
- A minimum of three resources must be used.
- The attached rubric will be used to assess this research project.

## LAYOUT OF THE BUSINESS PLAN:

1. Cover page

2. Contents page

3. Executive summary

4. Description of the business

○ The long-term objective, mission and vision of the business

○ The structure of the business (ownership)

○ The product/service

○ Legal requirements of business

5. Competition

6. Marketing plan

7. Operation plan

8. Management plan

9. Financial plan

○ Financial analysis

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○ Financial viability

**HARVARD REFERENCING – IN-TEXT AND REFERENCE LIST:**

Many people think of plagiarism as copying another's work or borrowing someone else's original ideas. However, plagiarism is a serious offence and can be charged criminally.

- **According to the Merriam-Webster online dictionary, to 'plagiarise' means**: to steal and pass off (the ideas or words of another) as one's own
- to use (another's production) without crediting the source
- to commit literary theft
- to present as new and original an idea or product derived from an existing source

In other words, plagiarism is an act of fraud. It involves both stealing someone else's work and lying about it. It is important to reference all work that is not your own idea. You are required to use the Harvard Referencing style when accrediting other authors and publications.

**In-text referencing:** Involves citing references within the text of your work where you have used ideas or material from other sources.

**End-text referencing** (also known as your reference list): includes all materials used in your document. It provides the full information of reference sources necessary for a reader to locate and retrieve them.

Please refer to the UCT Online High School Referencing Guide in the Mastery check instructions.

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The following online referencing websites can assist you in generating a Harvard referencing list.

1. https://www.bibguru.com
2. https://www.citethisforme.com

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*The following analytical rubric will be used for assessment of this project.*

| ***Criteria*** | ***0*** | ***1*** | ***2*** | ***3*** | ***4*** | ***5*** |
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| ***Executive summary (5)***<br>*The form of business ownership (sole trader, partnership, etc.).*<br>*Information about the owners of the business - names, brief description of qualifications and experience.*<br>• *What is the main business activity?*<br>• *What makes the business different from other businesses and competitors?* | *No summary provided.*<br>*No evidence of understanding.*<br>*No effort.* | *The summary is present.*<br>*Many elements are missing.*<br>*Evidence of poor understanding of concepts.*<br>*Poor effort* | *A brief summary.*<br>*Many elements are missing.*<br>*Evidence of limited understanding of concepts.*<br>*A below average effort.* | *A satisfactory summary.*<br>*Some elements are missing.*<br>*Evidence of a satisfactory understanding of concepts.*<br>*An average effort.* | *A good summary.*<br>*Almost all elements are covered.*<br>*Evidence of a good understanding of concepts.*<br>*An above average effort.* | *A well-thought-out summary.*<br>*All elements covered.*<br>*Evidence of excellent understanding of concepts.*<br>*Excellent effort.* |

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| • *How will capital be obtained? Will the capital be borrowed or the owners own capital?* | | | | | | |
| ***Description of the business (13)*** *The objective, mission and vision of the business.* | *No objective, mission and vision of the business. No evidence of understanding. No effort.* | *The objective, mission and vision of the business are present. Many elements are missing. Evidence of poor understanding of concepts. Poor effort.* | *A brief explanation of the objective, mission and vision of the business are provided. Many elements are missing. Evidence of limited understanding of concepts. Below average effort.* | *A satisfactory explanation of the objective, mission and vision of the business are provided. Some elements are missing. Evidence of satisfactory understanding of concepts. Average effort.* | *A good explanation of the objective, mission and vision of the business are provided. Almost all elements are covered. Evidence of good understanding of concepts. An above average effort.* | *A well-thought-out explanation of the objective, mission and vision of the business are provided. All elements are covered. Evidence of excellent understanding of concepts. Excellent effort.* |

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| | *No evidence of creative thinking and/or problem solving.*<br>*No description of the product or service.*<br>*No evidence of understanding.*<br>*No effort* | *Limited evidence of creative thinking and/or problem solving.*<br>*Poor description of the product or service.*<br>*Poor evidence of understanding.*<br>*Poor effort.* | *Some evidence of creative thinking and/or problem solving.*<br>*Brief description of the product or service.*<br>*Limited evidence of understanding.*<br>*Below average effort.* | *Satisfactory evidence of creative thinking and/or problem solving.*<br>*Satisfactory description of the product or service.*<br>*Satisfactory evidence of understanding.*<br>*An average effort.* | *Good evidence of creative thinking and/or problem solving.*<br>*Good description of the product or service.*<br>*Good evidence of understanding.*<br>*Above average effort.* | |
| *Description of the structure of the business (ownership) and legal requirements of the business.* | *No description.*<br>*No effort.* | *Many of the required elements are missing.*<br>*A poor effort.* | *Some of the required elements are missing.*<br>*A below average effort.* | *Most of the required elements are missing.*<br>*An average effort.* | *All the required elements are included.*<br>*An above average effort.* | |
| ***Marketing plan (12)***<br>*Research tool.* | *No evidence of the research tool.*<br>*No evidence of understanding.* | *Many of the elements of the research tool are missing.*<br>*Evidence of limited understanding.* | *Some elements of the research tools are missing.*<br>*Evidence of a below average understanding.* | *Some of the elements of the research tools are missing.*<br>*Evidence of an average understanding.* | *Most of the elements of the research tools are evident. Evidence of an above average understanding.* | *All the elements of the research tools are evident.*<br>*Evidence of an excellent understanding.* |

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| *At least 5 surveys were conducted.*<br>*Analysis of survey.* | *No evidence of surveys or analysis.* | *There is evidence of surveys or analysis.* | | | | |
| *Evidence of SWOT analysis.* | *No evidence of the SWOT analysis.* | *The elements of the SWOT analysis are included.* | | | | |
| *Marketing mix, the 7 Ps: price, product, promotion, place, people, physical environment and process.* | *No discussion of the 7 Ps provided.* | *Many elements of the discussion of the 7 Ps are missing.*<br>*Poor effort.* | *Some of the elements of the discussion of the 7 Ps are missing.*<br>*Below average effort.* | *Some of the elements of the discussion of the 7 Ps are missing.*<br>*Average effort.* | *Most of the elements of the discussion of the 7 Ps are included.*<br>*Above average effort.* | *All of the elements of the discussion of the 7 Ps are included.*<br>*Excellent effort.* |

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| ***Operation plan (5)***<br>***If product is produced from scratch:***<br>· *Details of the processes to be followed.*<br>· *A diagram of the process.*<br>· *The inputs or resources needed.*<br>· *How will the business dispose of waste?*<br>***If purchasing goods for resale:***<br>· *Details of suppliers* | *No operational plan provided.*<br>*No effort.* | *Limited discussion of the operational plan.*<br>*Poor effort.* | *A satisfactory discussion of the operational plan.*<br>*Below average effort.* | *A good discussion of the operational plan.*<br>*Average effort.* | *A good discussion of the operational plan.*<br>*Above effort.* | *Excellent discussion of the operational plan.*<br>*Excellent effort.* |

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| *that meet all of the requirements (right time, place, quality).*<br>***If the business is a service business:***<br>· *The tasks involved in providing the service business.*<br>· *Details of the suppliers that meet all the requirements as above.* | | | | | | |

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| ***Management plan (4)***<br>*Details of the owner/s, managers, and senior employees (names and positions).*<br>*The form of ownership is clear (sole trader, partnership, etc.).*<br>*A brief description of the company structure – who is responsible for which business functions.*<br>*Organogram included.*<br>*Number of employees.*<br>*Are they skilled or unskilled?*<br>*What are their roles and responsibilities?*<br>*Who will the employees report to?*<br>*Business administration to be carried out – centralised or decentralised?*<br>*Skills needed:* | *No mention of the management plan.*<br>*No effort.* | *Limited discussion of the management plan.*<br>*Poor effort.* | *Satisfactory discussion of the management plan.*<br>*Below average effort.* | *Good discussion of the management plan.*<br>*Average effort.* | *Excellent discussion of the management plan – all points covered.*<br>*Excellent effort.* | |

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| *Is the business labour or capital intensive? What type of skills will employees need? Remuneration costs?* | | | | | | |
| ***Financial plan (4)*** | *No evidence of template completion.* | *Template partially completed. No evidence of understanding concepts.* | *Satisfactory completion of template. Limited evidence of understanding concepts.* | *Satisfactory completion of template. Evidence of an average understanding of concepts.* | *Template completed. Evidence of an above average understanding of concepts.* | |
| ***Presentation and layout (5)*** *Cover page. Content page. Page numbers.* *Business plan format. Arial font size 12. Paragraphs and headings.* | *No presentation or layout criteria achieved. Well below average.* | *Some of the presentation and layout criteria were achieved. Below average effort.* | *Most of the presentation and layout criteria were achieved. Average effort.* | *Almost all the presentation and layout criteria were achieved. Above average effort.* | *All the presentation and layout criteria were achieved. Excellent effort.* | *All the presentation and layout criteria were achieved. Excellent effort.* |

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| ***In-text-referencing and bibliography (2)*** *At least 3 sources were used. Correct in-text referencing. Correct Harvard referenced bibliography.* | *No sources used and/or incorrect referencing in-text and bibliography.* | *Less than three sources used and/or incorrect referencing in-text and bibliography.* | *Three or more sources used. Correct referencing in-text and bibliography.* | | | |

**TOTAL: 50**

**SBA END**

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