



HOMEBUSH BOYS HIGH SCHOOL HSIE FACULTY

Student Notification of Assessment Task

COURSE	Preliminary Business Studies
TASK NAME	Small Business Plan
TYPE OF TASK	Research Task
TASK NUMBER	AT2
TASK WEIGHTING	40%
TOTAL MARKS	Part A- 5 marks Part B- 40 marks TOTAL- 45 marks
SYLLABUS OUTCOMES	P1- Discusses the nature of business, its role in society and types of business structure. P2- Explains the internal and external influences on businesses. P3- Describes the factors contributing to the success or failure of small to medium enterprises. P6- Analyses the responsibilities of business to internal and external stakeholders. P7- Plans and conducts investigations into contemporary business issues. P8- Evaluates information for actual and hypothetical business situations. P9- Communicates business information and issues in appropriate formats. P10- Applies mathematical concepts appropriately in business situations.
FACULTY HEAD TEACHER	Ms Papas
TEACHER/S	Ms Papas, Ms Jang
DATE OF ISSUE	10 th June 2021

SUBMISSION INFORMATION

DUE DATE	(Term 3 Week 4) Wednesday 4 th August 2021
FULL NAME	
CLASS/TEACHER	

INSTRUCTIONS FOR SUBMISSION: Please submit your completed Part A- Multi modal presentation and Script via the Google Classroom submission drop box. This would be done by using the “**Attach link**” option in Google Classrooms just as you would normally attach a file and submit. Please make sure you select, “**Mark as done**” so your assessment task is received by your teacher.

SUBMISSION REQUIREMENTS

- **Extensions, special considerations and penalties:** As per school policy as stated in the Course handbook.
- **Cheating, Plagiarism, Collusion and Recycling:** For all tasks you are expected to submit your own work. Where other sources are used they are to be acknowledged. “Plagiarism” occurs when a student presents as his own work the ideas, findings or work of others, without due acknowledgement of the source. This includes in group work, where a student claims credit for the work of the group but has not actively participated in or contributed to such work. Any allegation of cheating, plagiarism, collusion or recycling is taken very seriously and will be investigated and resolved in accordance with the school’s Assessment Policy.
- **Submission:** Typed in 12 font, printed and stapled with Student Notification of Assessment Task attached with your name, teacher and class clearly labelled on the front page. No folder or plastic sleeves.
- **Reminder:** Submission of the research component after due date will result in a ZERO mark and an N-Warning notification.

TASK OVERVIEW

You are required to submit a **business plan**. This will be based on a new (hypothetical) business you would like to operate.

The word limit is 2500.

You need to write a business plan for a new business. This business can be based on a new product or service (your invention) or an existing product or service (maybe in a new area).

You should consider the following questions prior to making a decision on your business.

To get business ideas –

- What isn't currently provided by other business?
- What seems to be popular at the moment?
- What can I offer differently, how can I innovate?

Watch these videos if you are stuck. Be sure to personalise any business you choose.

- <https://www.youtube.com/watch?v=G0dzLanYW1E>
- <https://www.youtube.com/watch?v=hmfA5h8eo10>
- <http://www.app.com/story/money/business/2017/01/16/small-business-ideas-rhonda-abrams/96172562/>

Once you have a business idea, think about the following questions:

- Is there likely to be a demand for this product/service?
- Who is my target market?

TASK DESCRIPTION

Your Assessment Task is:

Part A - Description of the Business (5 marks)

Date Due- (Term 2 Week 10) Friday 25th June 2021

In no more than 2 minutes, create a multi modal presentation on your proposed business. Use the headings below and refer to the questions underneath each heading as a guide for content. Some external web content has also been provided to help – as well as the resource “Researching a business idea”.

The Idea

What is your business idea?

What is your vision?

What products and services will you sell?

Why will this business be a success?

Business Name

What name will you use?

Why have you chosen this name?

<https://www.entrepreneur.com/article/76958> and <http://asic.gov.au/for-business/registering-a-business-name/>

Proposed Location

Where will this business be located and why?

<https://www.business.qld.gov.au/business/starting/business-premises-utilities/finding-right-location>



Legal Structure

Which structure will you use and why?

<https://business.gov.au/planning/business-structures-and-types/business-structures>

Submit your completed Part A- Multi modal presentation and Script via the Google Classroom submission drop box on **Friday 25th June**. This would be done by using the “**Attach link**” option in Google Classrooms just as you would normally attach a file and submit. Please make sure you select, “**Mark as done**” so your assessment task is received by your teacher.

Part B - The Business Plan (40 marks)

Date Due- (Term 3 Week 4) Wednesday 4th August 2021

This is the major section of the assignment. You will need to word process a professional business plan using the “business report” format. In line with this, you should include appropriate pictures, graphs etc. as well as headings.

Use the scaffold provided to structure your business plan. Using the syllabus will also prove helpful.

Influences

Describe TWO influences in establishing the small business.

Situational Analysis

Review the current situation.

Conduct a detailed SWOT analysis.

https://www.mindtools.com/pages/article/newTMC_05.htm

<http://articles.bplans.com/how-to-perform-swot-analysis/>

Vision/Goals

Vision – what is the big picture for the business?

<https://www.business.qld.gov.au/business/starting/business-planning/create-a-business-vision>

Goals – financial, personal and social.

<http://www.notredameonline.com/resources/business-administration/six-tips-for-setting-business-goals/#.VbrFUPmqkqo>

Operations

If a **goods based business** – how will these be manufactured or sourced?

<https://www.thebalancesmb.com/operating-section-of-business-plan-2947031>

If a **service based business** – how will it be organised and what is its layout (include diagram)?

Zoning and other legal influences

<http://www.realcommercial.com.au/blog/tips-guides/zoning-matters-commercial-property/>

Technology used

Marketing

Competitive advantage of your business

Product (logo, brand name)

Promotional activities

Pricing of your products

Placement

Target market (make sure to relate this to your choices above)

<https://www.smallbusiness.wa.gov.au/business-topics/marketing/>



Finance

This section is the most challenging and should not be left to the last minute. To assist you, your teacher may provide some proformas. These are a guide only and can be changed to suit a particular business.

Start-up costs (listed on a spreadsheet)

Break-even analysis (can be for just one product/service)

The amount of capital required

The source of funds – debt or equity?

Estimated sales forecasts

<https://www.inc.com/guides/business-plan-financial-section.html>



Human Resources

Number of staff required

Job descriptions

Skills required

Recruitment methods

Costs (wage and non-wage)



Taking Corrective Action

How will you know if the business is successful (monitoring)?

What data will need to be monitored?

What are the expectations for the future of your business?

Will the business expand, diversify or introduce complementary products?

Format of the report, spelling, appendix and bibliography

You will need to show the following –

- evidence of widespread research
- professional presentation
- correct use of business terminology,
- correct use of headings, diagrams, statistics
- correct spelling
- a bibliography
- an appendix if needed.

More examples of how to write a business plan is available using this link

<https://business.gov.au/planning/business-plans/how-to-develop-your-business-plan>

TASK REQUIREMENTS

You will be assessed on how well you:

- address all aspects of the business plan
- clearly organise and professionally present a business plan
- display evidence of research (this should include a combination of primary and secondary data)
- justify the selection of various strategies
- use forecasts that are both realistic and consistent with the rest of the plan

MARKING CRITERIA

	MARK				
	5	4	3	2	1
Part A – Description of business (5 marks)					
Business idea Business name Location Structure	Report addresses all aspects including name, location, structure and idea in a comprehensive manner using correct business terminology.	Report addresses all aspects including name, location, structure and idea in a thorough manner using business terminology.	Report addresses some aspects including name, location, structure and idea.	Report addresses limited aspects including name, location, structure and idea.	Report addresses basic information.
Video Presentation	Video presentation is engaging and highly informative.	Video presentation is engaging and informative.	Video presentation provides sound information.	Video presentation provides limited information.	Video presentation provides basic information.
Part B – The Business Plan (40 marks)					
Influences		Provides detailed explanation of TWO relevant influences on the business.	Provides some explanation of TWO relevant influences on the business.	Sketches in general terms ONE/TWO influences on the business.	May make reference to ONE/TWO influences on the business.
Situational Analysis		Provides detailed SWOT analysis relevant to the business.	Provides SWOT analysis with some relevance to the business.	Provides SWOT analysis with limited relevance to the business.	Provides SWOT analysis with little relevance to the business.
Vison				Outlines appropriate and clear vision.	A generalized aim for the future.
Goals				Outlines appropriate financial, personal, and social goals.	Outlines some goals.
Operations	Examines all features relevant to the operations this business including potential issues in a comprehensive manner.	Examines all features relevant to the operations this business including potential issues in a detailed manner.	Examines some features relevant to the operations this business including potential issues	Examines limited features relevant to the operations this business including potential issues	May mention a feature relevant to the operations.
Marketing	Explains all features of marketing in a comprehensive manner, is consistent and links strategies to target market	Explains all features of marketing in a detailed manner, is consistent and links strategies to target market	Explains some features of marketing	Explains limited features of marketing	Sketches vague marketing strategy
Finance	Provides accurate financial data that addresses the majority of possible financial issues	Provides mostly accurate financial data that addresses some of possible financial issues	Provides a financial forecast with some inaccuracies, and/or little supporting data	Limited financial forecast or highly questionable forecasts with little supporting data	Makes limited financial observations
Human Resources	Addresses all aspects of staffing this business in a comprehensive manner and may identify possible issues	Addresses all aspects of staffing this business in a detailed manner and may identify possible issues	Addresses all aspects of staffing this business and may identify possible issues	Addresses some aspects of staffing this business and may identify possible issues	Limited aspects addressed with little regard to human resource planning or development
Taking Corrective Action			Identifies and is able to clearly link monitoring to taking corrective action	Provides a description of monitoring data	Provides limited description of monitoring data

Format of the report, spelling appendix and bibliography	Evidence of comprehensive research, professionally presented, appropriate business terminology and correct use of headings, diagrams and spelling. May include appendix.	Evidence of detailed research, professionally presented, appropriate business terminology and correct use of headings, diagrams and spelling. May include appendix.	Presented as a report, evidence of some research and use of sub-headings and business terminology	Presented as a report, evidence of limited research and use of sub-headings and business terminology	Includes some elements of a report, may be difficult to read in sections and only a few business terms included
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FEEDBACK

STUDENT EVALUATION AND DECLARATION

Circle a number in response to the following statements:

(1 = strongly agree to 5 = strongly disagree)

- | | | | | | |
|---|---|---|---|---|---|
| This is my best work. | 1 | 2 | 3 | 4 | 5 |
| I was organised. | 1 | 2 | 3 | 4 | 5 |
| I understood the task. | 1 | 2 | 3 | 4 | 5 |
| I used the marking guidelines. | 1 | 2 | 3 | 4 | 5 |
| I understood why I was doing this task. | 1 | 2 | 3 | 4 | 5 |

This task took me 0-1 2-3 4-5 6-7 8+ hours to complete.

I asked for help on this assignment from

Something I feel I did well in this task...	Something I think I struggled with...	Something I can change next time...

Student Name: _____

Date: _____