

## Unit 29: Producing a business plan

**Candidate:**

**Assessor:**

**Date:**

AO	Pass	Merit	Distinction
<b>AO1</b> Identify and present an initial business idea	Candidates present <b>brief</b> notes outlining their idea for a new business or development of an existing business.  They identify the product and the type of business planned.  They provide a <b>basic</b> justification of why they consider their idea to be a good business venture.	Candidates present <b>clear</b> notes outlining their idea for a new business or development of an existing business.  They identify the product and the type of business planned.  They provide a <b>realistic</b> justification of why they consider their idea to be a good business venture.	Candidates present detailed notes outlining their idea for a new business or development of an existing business.  They identify the product and the type of business planned.  They provide a thorough justification of why they consider their idea to be a good business venture.
P M D			
<b>AO2</b> Search and compare existing business plan templates and select a suitable template	Candidates provide evidence of searching for and obtaining at least <b>two</b> business plan templates.  They use at least <b>two</b> sources.  They compare the templates obtained and select a template for use in AO4.  They <b>briefly</b> justify their selection.	Candidates provide evidence of searching for and obtaining at least <b>three</b> business plan templates.  They use at least <b>two</b> sources.  They compare the templates obtained and select a template for use in AO4.  They use <b>suitable criteria</b> and <b>clearly</b> justify their selection.	Candidates provide evidence of searching for and obtaining at least four business plan templates.  They use at least three sources, one of which should be a non-ICT source.  They compare the templates obtained and select a template for use in AO4.  They use suitable criteria and comprehensively justify their selection.
P M D			
<b>AO3</b> Design and create a spreadsheet to support a 3 year financial plan	Candidates produce a <b>simple</b> spreadsheet design.  The design includes the estimated costs and sales for the next 3 years.  They create a <b>basic</b> spreadsheet from their design.  The spreadsheet has columns and rows suitably labelled, and includes use of appropriate formulae and function, <b>all</b> of which should work.	Candidates produce a <b>detailed</b> spreadsheet design.  The design includes the estimated costs and sales for the next 3 years and estimated start up costs.  They create a <b>detailed</b> spreadsheet from their design.  The spreadsheet has columns and rows suitably labelled, appropriate formatting and includes efficient use of formulae and functions.	Candidates produce a <b>comprehensive</b> spreadsheet design.  The design includes the estimated costs and sales for the next 3 years, estimated start up costs and a breakeven analysis.  They create a <b>comprehensive</b> spreadsheet from their design.  The spreadsheet has columns and rows suitably labelled, effective formatting and includes a range of effective formulae and functions, including at least one logical function.
P M D			

Candidate:

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<b>AO4</b> Compile and produce a professional business plan	Candidates produce a <b>basic</b> business plan for the business idea presented in AO1. The plan is based on the template selected in AO2. It includes a financial plan based on AO3. The spreadsheet <b>may be separate</b> from the rest of the business plan. At least <b>three</b> elements of a typical business plan are included. The business plan is <b>appropriately</b> formatted. It includes a table of contents which is hyperlinked to the plan. There may be <b>some errors</b> in its accuracy.	Candidates produce a <b>detailed</b> business plan for the business idea presented in AO1. The plan is based on the template selected in AO2. It includes a financial plan based on AO3. The spreadsheet is <b>imported</b> into the word-processed plan. At least <b>four</b> elements of a typical business plan are included. The business plan is <b>well formatted</b> . It includes a table of contents which is hyperlinked to the plan and uses bullets and/or numbering as appropriate. There are <b>few errors</b> in its accuracy.	Candidates produce a <b>comprehensive</b> business plan for the business idea presented in AO1. The plan is based on the template selected in AO2. It includes a financial plan based on AO3 and at least <b>two</b> charts which explain the spreadsheet. The spreadsheet and charts are <b>imported</b> into the word-processed plan. Most elements of a typical business plan are included. The business plan is <b>consistently</b> and <b>well formatted</b> . It includes bullets, referencing, outline numbering and a table of contents which is hyperlinked to the plan. There are <b>no errors</b> in its accuracy.
	P M D		

AO1	AO2	AO3	AO4

Overall: