Applied General Assignment Brief

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| **Qualification title** | **Level 3 Certificate/Extended Certificate in Applied Business** |
| **Unit code** | **K/507/6699** |
| **Unit title** | **Developing a business proposal** |

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| **Learner name** |  | | |
| **Tutor/Assessor name** |  | | |
| **Assignment Title** | **Assignment 1 – Develop a business proposal** | | |
| **Date assignment issued** |  | **Submission Date** |  |

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| **Performance Criteria** | | | |
|  | **Pass** | **Merit** | **Distinction** |
| **Performance Outcome**  PO 1 and 2 | P1, P2, P3, P4, P5 and P6 | M1, M2, M3, M4 and  M5 | D1, D2 and D3 |

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| **Tasks** | **Performance criteria covered** |
| Task 1 | P1 and M1 |
| Task 2 | P2, M2 and D1 |
| Task 3 | P3 |
| Task 4 | P4 and M3 |
| Task 5 | P5 |
| Task 6 | M4 and D2 |
| Task 7 | P6 |
| Task 8 | M5 and D3 |

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| **Submission Checklist (please insert the items the learner should hand in)** | **Confirm submission** |
| Task 1 – annotated mind-map of **three** business ideas (‘Business Ideas  Mind Mapping Template’) |  |
| Task 2 – completed decision making template (‘Choosing a Business  Idea’) |  |
| Task 3 – completed research plan template (‘Research Plan’) |  |
| Task 4 – completed analysis file |  |
| Task 5 – completed spreadsheet model of the business proposal |  |
| Task 6 – completed viability, vision and aims report template (‘Viability, vision and aims’) |  |
| Task 7 – completed business proposal outline templates (‘Financial Plan Key Components’, ‘Marketing Plan Key Components’, ‘Operations Plan Key Components’ and ‘Human Resources Plan Key Components’) |  |
| Task 8 - completed business proposal coherence template  (‘Coherence’) |  |
| **Learner - please confirm that you have proofread your submission** |  |

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| **Learner Authentication**  I confirm that the work and/or the evidence I have submitted for this assignment is my own. I have referenced any sources in my evidence (such as websites, text books). I understand that if I don’t do this, it will be considered as a deliberate deception and action will be taken. |
| **Learner Signature Date** |
| **Tutor declaration**  I confirm the learner’s work was conducted independently and under the conditions laid out by the specification. I have authenticated the learner’s work and am satisfied that the work produced is solely that of the learner. |
| **Tutor/Assessor Signature\* Date** |
| *\*Please record any assistance given to the learner beyond the group as a whole even if within the parameters of the specification* |

**For marking purposes only**

**Marking grid**

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| **Performance Criteria (PC) Achieved** | | | | | | | | | **1stsub\*** | **Resub\*** |
| **Pass** | **1st sub\***  **✓ / X\*\*** | **Resub\***  **✓ / X\*\*** | **Merit\*\*\*** | **1st sub\***  **✓ / X\*\*** | **Resub\***  **✓ / X\*\*** | **Distinction\*\*\*** | **1st sub\***  **✓ / X\*\*** | **Resub\***  **✓ / X\*\*** | **Number of PCs achieved** | **Number**  **of PCs achieved** |
| P1 |  |  | M1 |  |  |  |  |  |  |  |
| P2 |  |  | M2 |  |  | D1 |  |  |  |  |
| P3 |  |  |  |  |  |  |  |  |  |  |
| P4 |  |  | M3 |  |  |  |  |  |  |  |
| P5 |  |  | M4 |  |  | D2 |  |  |  |  |
| P6 |  |  | M5 |  |  | D3 |  |  |  |  |
| **Total PCs achieved:** | | | | | | | | |  |  |

***\* Sub= submission and Re-sub=Re-submission (Re-submission column to be completed only if the learner has re-submitted the assignment.***

***\*\* Achieved (✓ ) Not achieved (X). Please tick or cross for each performance criteria (PC)***

***\*\*\* Distinction and Merit criteria can be achieved only where the associated Merit and Pass criteria have been achieved first.***

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| **Tutor summative feedback for learner**  (*Note to tutors: this section should focus on what the learner has done well. Where a learner has not achieved a specific performance criterion or is likely to want to improve on a response to a performance criterion, then you may identify the issues related to the criterion, but should not provide explicit instructions on how the learner can improve their work to achieve the outstanding criteria.)\** |
| Feedback  Tutor name(print) and date |
| Resubmission Feedback  Tutor name(print) and date |

\* All tutor notes should be deleted before the template is used.

**Scenario:**

You are to develop a business proposal outlining the key components of the proposal’s financial, marketing, operations and human resources plans. In assignment 2, you will communicate this business proposal to funding providers.

You have savings equal to £5,000, which can be used to finance the business proposal, but your proposal will require additional finance from funding providers.

Your business proposal should consider a scale of operation requiring human resources beyond those provided by you. However, it should not be so large a scale of operation that the likelihood of funding the proposal is seriously in question.

In unit 3 of the qualification, you considered an entrepreneurial opportunity for a given context. You can develop your business proposal using this context or you can consider a different context.

* **Evidence required for assignment 1**
* **Investigate potential business ideas (PO1)**
  + Annotated mind-map of three business ideas - ‘Business Ideas Mind Mapping
  + Template’ (Task 1 – guide time of 1 hour)
  + Completed decision making template - ‘Choosing a Business Idea’ (Task 2 – guide time of 2 hours)
* **Develop a business proposal (PO2)**
  + Completed research plan template – ‘Research Plan’ (Task 3 - guide time of ½ hour)
  + Completed analysis file (Task 4 – guide time of 1½ hours)
  + Completed spreadsheet model of the business proposal (Task 5 – guide time of ½
  + hour)
  + Completed viability, vision and aims report template – ‘Viability, vision and aims’
  + (Task 6 – guide time of 1 hour)
  + Completed business proposal outline templates – ‘Marketing Plan Key Components’,
  + ‘Operations Plan Key Components’, ‘Human Resources Plan Key Components’ and
  + ‘Financial Plan Key Components’ (Task 7 – guide time of 1½ hours)
  + Completed business proposal coherence template – ‘Coherence’ (Task 8 – guide time of 1 hour)

Please note that you will be expected to **amend** the evidence for P6, M5 and D3 (Tasks 7 and 8) **after** completing the evidence for your optional unit. You may also amend your spreadsheet of the business proposal and its justification (Tasks 5 and 6). It is **not** expected that you present your **final** evidence for Tasks 5 to 8 until you have completed the optional unit: you are encouraged to amend this evidence on the basis of your findings from your optional unit.

* **Activities:**
* **Investigate potential business idea (PO1):**

**Task 1**

Your initial task requires you to produce and analyse a mind-map of **three** business ideas. These ideas will be chosen by you and the completed mind-map will be used by you in task 2 when you decide on **one** business idea to develop.

Your tutor will provide you with a template for the mind-map and you will be expected to carry out **broad** research on each of the three business ideas. At this stage, you should **not** be overly concerned about whether your business ideas will be viable. It is more important that you are as creative as possible. However, you will need to consider the resource implications of your ideas!

You’re required to:

* Complete a mind-map illustrating the products, target markets and resources implications of your **three** business ideas
* Annotate the mind map to show your analysis of the **significance** of each business idea’s resource implications

**Task 2**

Using the mind-map from task 1, and decision making tools such as PMI, you will recommend and justify which of the three business ideas you will develop. Your tutor will provide you with a template for this exercise.

Which idea you choose to develop will depend on many factors, including your own personal skills and personality traits, and should not be limited to financial considerations. However, as you will require finance from funding providers, you will need to broadly consider the viability of each business idea.

You’re required to:

* Complete a decision making template recommending and justifying the business idea

(from Task 1) to be developed as a business proposal

* **Develop a business proposal (PO2):**

**Task 3**

Now that you have identified your best business idea it is time to plan the research needed to develop your business proposal. Your tutor will provide you with a template to complete your research plan. It’s important that you consider a range of research needed to outline the key components of your marketing, operations, human resources and financial plans. Your completed research plan will help you collect and collate the data needed for task 4, so put some thought into it!

You’re required to:

* Complete a research plan template sufficient to support the investigation of your business proposal

**Task 4**

Using the research plan from task 3, your next task is to carry out the research and analyse your findings. Set up a paper or electronic folder to store your collected data and analyse the data to identify key findings for your outline plans (marketing, operations etc.). You will use this ‘analysis file’ in tasks 5 to 8, so it’s important that you are as thorough as possible (given the time available to you).

You’re required to:

* Complete an analysis file which contains:
* Collected and collated data required by your research plan (Task 3)
* An analysis of the collated data, identifying key findings needed to develop your
* business proposal

**Task 5**

In this task you will ‘model’ your business proposal using spreadsheet software. You might want to review your work for Unit 1 at this stage as the spreadsheet model should consider contribution, profit and cash flow (for a 12 month forecast).

Your tutor will provide you with a spreadsheet template. You will need to forecast your sales and costs for 12 months and your analysis file (task 4) should help you here.

You’re required to:

* Complete a spreadsheet model of your business proposal, showing your proposal’s sales, costs, contribution, cash flow and income statement for a 12-month period

**Task 6**

Having completed your spreadsheet model of the business proposal in task 5, you will now use this to think about the viability of your proposal and consider its vision and aims. Will you make enough profit? What is enough profit? What happens to your profits if costs increase/decrease (you might want to offer products of a higher quality, for example)?

Use your spreadsheet model to forecast the consequences of changes in the value and pattern of costs and revenues. Your tutor will provide you with a report template which you should use to record your findings and conclusions.

You’re required to:

* Complete a report template which analyses and justifies the viability, vision and aims of your business proposal using your spreadsheet model (Task 5)

**Task 7**

By now you should have a clearer idea of your business proposal, what your vision is and what you aim to achieve. However, in order to communicate your business proposal to funding providers you will need to outline your marketing, operations, human resources and financial plans.

It is important to realise that these are **outlines**. You do not have enough time to write pages and pages about your plans. Equally important, funding providers don’t have the time to read them! Your tutor will provide you with templates for each of the four outline plans. These templates make it very clear what you are expected to detail – stick to the instructions! You will use evidence from all of the previous tasks to complete these outline plans – you should have little need to carry out any additional research. For example, in the financial plan you will be mainly presenting your findings from the spreadsheet model.

You’re required to:

* Complete four business proposal templates, outlining the key components of your proposal’s:

o Marketing plan

o Operations plan

o Human resources plan

o Financial plan

**Task 8**

You now have a considerable body of evidence on your business proposal – facts, figures and vision have all been covered by tasks 1 to 7. What you have yet to consider is whether the parts add up to a convincing whole. In this final task of assignment 1, you will think about the **coherence** of your business proposal. This means whether the different parts of it (marketing, finance etc.) fit together and support each other. The last thing you want, when presenting your ideas, is for a funding provider to point out that your sales plan makes absolutely no sense because you haven’t got the capacity to produce that amount of products. To avoid embarrassment, complete the coherence template provided by your tutor! This template asks you to think about links between the different components of your proposal (e.g. between Human Resources to Marketing) and to check that everything looks sensible. If you find ‘errors’ in your ideas, then fix them now!

You’re required to:

 Complete a business coherence proposal template which analyses and justifies the coherence of your business proposal