

SENIOR ASSESSMENT PROGRAM

Faculty: HSIE	Subject: Preliminary Business Studies	Topic: Business Planning
Teachers: Mr Nonnenmacher and Mr Paine	Student:	
Task Description: Business Plan		
<p>In a group of min 3 – 4+ people you are to research, develop and then implement a business at OHS for the duration of a school lunch.</p> <p>This task involves four parts:</p> <ol style="list-style-type: none"> 1. Project brief and pitch – due Week 3, Term 2 <ul style="list-style-type: none"> ● You will develop a Project Brief that includes your market research ● Use the Project Brief template provided. ● Proforma letters will be supplied to contact and inform the canteen manager and other Head Teachers and need to be generated. Refer to the first and second dot points in #3 Market Day. ● You will present your pitch in person to the Business Manager, Principal, or class teacher(s). You will need to submit the written project brief at this pitch meeting. 2. Funding of the business project <ul style="list-style-type: none"> ● Funding for this task will be linked to selling chocolate boxes, as there will be approximately \$20 profit per box, (min 5 boxes); the more you sell, the larger your seed money ● Part of this task will require the keeping of financial records for this to occur a spreadsheet template will be supplied that will assist in the keeping of inflows, outflows of money and also projections, break-even analysis can occur. 3. Market Day – Week 6 (Nonnenmacher) and (Paine) early Week 7, Tuesday at the latest <ul style="list-style-type: none"> ● If you are selling food, you must write a professional letter to the canteen detailing when you are undertaking your business and what you will be selling. ● You must write a letter to the appropriate person/people to seek permission if you require any school equipment. ● Develop marketing materials, such as posters, to promote your business 4. Business Plan – due Week 8 (Nonnenmacher and Paine) <ul style="list-style-type: none"> ● Develop a business plan using the supplied template. ● To develop this plan, you must undertake market research (surveys) to determine your target market and product to sell. ● Include all relevant documents in the appendices, including the project brief. 5. In-class Task, Week 8 <ul style="list-style-type: none"> ● Each student will then, individually in class, write a short report on an unseen stimulus question and or address a number of short answer questions concerning their task. ● You can bring in any hard copy documents to help you. <p>Groups will be given at least four class lessons to help them prepare.</p>		

Outcomes/Content Assessed:

- 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
- 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

Weighting(s): 35% of total preliminary assessment.

20% for Business Plan.
 15% for in-class response.
 Mark out of 35%.

Date Given:

Week 11 Term 1 2024

Date of Completion:

Week 8 Term 2 2024 (see due dates for different parts above)

On OHS website

Circle: Yes No

Advice on acknowledging of References: please refer to preliminary Course Guidelines. The main references used should be listed on the back of your business plan.

Please Note: that plagiarism, the using of the work of others without acknowledgement, will incur serious penalties and may result in zero award. Any cheating will also incur penalties.

Marking guidelines – Business Plan

5 marks	Is able to organise, structure and communicate business information and issues in a timely manner using correct formats.	Compiles all required primary data as well as undertaking the development of a business.	Demonstrates ability to critically evaluate information for actual business situations and communicates business information and issues to a professional standard.	Successfully completes a comprehensive Business Plan to an outstanding level.
4 marks	Is usually able to organise, structure and communicate business information and issues in a timely manner using correct formats	Compiles all required primary data, but with some inaccuracies, as well as undertaking the development of a business.	Demonstrates ability to evaluate information for actual business situations and then is able to communicate business information and issues in appropriate formats.	Demonstrates a thorough understanding of how to compile a Business Plan to a high standard.
3 marks	Is sometimes able to organise, structure and communicate business information and issues in a timely manner using correct formats.	Compiles most of the required primary data as well as undertaking the development of a business.	Demonstrates a sound ability to evaluate information for actual business situations and then is able to communicate business information and issues in appropriate formats.	Successfully completes a Business Plan to a sound standard.
2 marks	Is occasionally able to organise, structure and communicate business information and issues in a timely manner using correct formats.	Compiles some of the required primary data as well as undertaking the development of a business.	Demonstrates a basic ability to evaluate information for actual business situations and then is able to communicate business information and issues in appropriate formats.	Completes a Business Plan to a Basic standard.
1 mark	Is rarely able to organise, structure and communicate business information and issues in a timely manner using correct formats.	Compiles no primary data.	Demonstrates a limited ability to evaluate information for actual business situations and then is able to communicate to a limited level business information and issues in appropriate formats.	Completes some sections of a Business Plan to a limited standard.
0 marks	<i>Insufficient evidence</i>	<i>Insufficient evidence</i>	<i>Insufficient evidence</i>	<i>Insufficient evidence</i>
Outcomes	P9 communicates business information and issues in appropriate formats	P10 applies mathematical concepts appropriately in business situations	P8 evaluates information for actual and hypothetical business situations	P7 plans and conducts investigations into contemporary business issues

Mark: /20%

Teacher comments:

Marking Guidelines – Business Report

5 marks	Student is able to write a sustained, logical, cohesive and structured business report clearly using relevant business terminology and concepts.	Draws out and clearly relates the effect of business planning to the success of a business.	Integrates relevant case study/studies and contemporary business issues
4 marks	Student is able to write and sustained, logical, cohesive and structured business report using relevant business terminology and concepts.	Discusses and clearly relates the effect of business planning to the success of a business.	Applies relevant case study/studies and contemporary business issues
3 marks	Student is able to write and structure a business report, which is at time logical and cohesive, using some relevant business terminology and concepts.	Can relate the effect of business planning to the success of a business.	Applies some relevant case study/studies and contemporary business issues
2 marks	Student is able to write and structure a business report to a basic level, sometimes using relevant business terminology and concepts.	Can at times relate the effect of business planning to the success of a business.	Sometimes uses relevant case study/studies and contemporary business issues
1 mark	Student is able to write and structure a business report to a limited level, rarely using relevant business terminology and concepts.	Makes a minimal attempt to relate the effect of business planning to business success.	Rarely uses relevant case study/studies and contemporary business issues.
0 marks	<i>Insufficient evidence</i>	<i>Insufficient evidence</i>	<i>Insufficient evidence</i>
Outcomes	P9 communicates business information and issues in appropriate formats	P3 describes the factors contributing to the success or failure of small to medium enterprises	P8 evaluates information for actual and hypothetical business situations

Mark: /15%

Teacher comments:
