



<b>Financial Plan</b>	
<b>Student Name &amp; Nr:</b>	<b>100%</b>

**Brief:**

You are required to compile a Financial Plan forming part of a Business Plan for a **new** hospitality related business that you are planning to own or manage. The Financial Plan, along with the other Business Plan components must be presented to a panel. The content of your report should include the following information:

- Industry Overview
- Start-up and Capital Costs
- Revenue Strategy
- Marketing Costs
- Staffing Costs
- Operational Costs
- Comparative Common Size Format
- Profit & Loss Statements
- Cash Budgets
- Break Even Analysis
- Ratio Analysis
- Financial Controls

**Structure:**

Assignments must be formatted according to the IHT Assignment template using the following structure.

Marks will be awarded for the structuring, formatting and technical care of your assignment.

**Content**

- 1.1 Industry Overview
- 1.2 Start-up and Capital Costs
- 1.3 Revenue Strategy
- 1.4 Marketing Costs
- 1.5 Staffing Costs
- 1.6 Operational Costs
- 1.7 Comparative Common Size Format
- 1.8 Profit and Loss Statements



- 1.9 Cash Budgets
- 1.10 Break Even Analysis
- 1.11 Ratio Analysis
- 1.12 Financial Controls

### **Marking Criteria:**

The following criteria will be used to mark your assignment, acting as a good guideline for setting up your assignment.

### **Content**

Industry Overview	10
Start-up and Capital Costs	50
Revenue Strategy	30
Marketing Costs	10
Staffing Costs	10
Operational Costs	30
Comparative Common Size Format	15
Profit and Loss Statements	30
Cash Budgets	20
Break Even Analysis	20
Ratio Analysis	15
Financial Controls	10
<b>Total</b>	<b>[250]</b>

**Technical care** [30]

**Presentation** [40]

**Summary of marks:**

<b>Content Mark</b>	<b>250</b>		
<b>Content Weight</b>		<b>80%</b>	
<b>Technical Care Mark</b>	<b>30</b>		
<b>Technical Care Weight</b>		<b>10%</b>	
<b>Presentation Mark</b>	<b>40</b>		
<b>Presentation Weight</b>		<b>10%</b>	
<b>ASSIGNMENT TOTAL %</b>		<b>100%</b>	