

<b>Module 19.2: Entrepreneurship</b>	
<b>Business Plan</b>	
<b>Student Name &amp; Nr:</b>	<b>100%</b>

### **Brief:**

You are required to compile a business plan for a **new** hospitality related business. The content of the business plan should follow the structure as set out in the Module Reader of Module 19.2: Entrepreneurship. The content of your Business Plan must be at least 30 pages and not exceed 60 pages.

The structure should include the following but finer detail is provided in the Module Reader:

- Business Profile
- Marketing Plan
- Operational Plan
- Financial Plan

### **Structure:**

The assignment component of the Business Plan must be formatted according to the IHT Assignment template using the structure below.

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

### **Front Matter**

- 1.1 Cover Page with Declaration
- 1.2 Executive Summary
- 1.3 Table of Content

### **Body Matter**

#### **2.1 Introduction**

#### **2.2 Business Profile**

- Business Activity
- Business Name
- Business Location
- Business structure
- Business History/ Entry Strategy



- Legal Requirements
- Vision and Mission Statement
- Business Objectives

## 2.3 Operational Plan

- **Production plan:**
  - Facilities, Equipment and Suppliers
  - Productions/ Operations
- **People Plan:**
  - Management structure
  - Organisation structure
  - Staffing Strategies
  - Professional Advisors
  - Personnel Controls

## 2.4 Marketing Plan (As specified by your Marketing lecturer)

## 2.5 Financial Plan (As specified by your Finance lecturer)

## 2.6 Conclusion

### ***End Matter***

- 3.1 Reference List
- 3.2 Appendices

<b>Submission date</b>	<b>23 / 24 / 25 June 2021</b>
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*\*Submission on the day you are scheduled to present your Business Plan.*



**Marking Criteria:**

**Content**

<b>Business Profile</b>	<b>75</b>
<ul style="list-style-type: none"> <li>• Business Activity 5</li> <li>• Business Name 10</li> <li>• Business Location 10</li> <li>• Business Structure 10</li> <li>• Business History/ Entry Strategy 10</li> <li>• Legal Requirements 10</li> <li>• Vision and Mission Statement 10</li> <li>• Business Objectives 10</li> </ul>	
<b>Operational Plan</b>	<b>75</b>
<ul style="list-style-type: none"> <li>• <b>Production plan:</b> <ul style="list-style-type: none"> <li>• Facilities, Equipment and Suppliers 10</li> <li>• Productions/ Operations 10</li> </ul> </li> <li>• <b>People Plan:</b> <ul style="list-style-type: none"> <li>• Management structure 10</li> <li>• Organisation structure 10</li> <li>• Staffing Strategies 20</li> <li>• Professional Advisors 5</li> <li>• Personnel Controls 10</li> </ul> </li> </ul>	
<b>Marketing Plan</b> <i>(Only contributes to Module 20: Hospitality Marketing III assignment)</i>	<b>200</b>
<b>Financial Plan</b> <i>(Only contributes to Modules 17: Hospitality Financial Management III assignment)</i>	<b>250</b>
<b>Total</b>	<b>[150]</b>



**Structure, Formatting and Technical Care**

1.1	Cover page with Declaration	5
1.2	Executive Summary	15
1.3	Table of Content	10
2.1	Introduction	10
2.5	Conclusion	10
3.1	Reference list	10
3.2	Appendices	5
4.	Writing Skills and Technical care	15

<b>Total</b>	<b>[80]</b>
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**Business Plan Presentation**

1.	Presentation Skills	60
2.	Content	25
	<i>*You will also be assessed on your presentation skills for your Marketing Plan and your Financial Plan, for which 40 marks will contribute to your Marketing Plan and 40 marks to your Financial Plan.</i>	
3.	PowerPoint Presentation	35

<b>Total</b>	<b>[120]</b>
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<b>Module 19.2: Entrepreneurship</b>			
<b>Summary of marks:</b>			
<b>Content Mark</b>	<b>150</b>		
<b>Content Weight</b>		<b>40%</b>	
<b>Technical Care Mark</b>	<b>80</b>		
<b>Technical Care Weight</b>		<b>30%</b>	
<b>Presentation Mark</b>	<b>120</b>		
<b>Presentation Weight</b>		<b>30%</b>	
<b>ASSIGNMENT TOTAL %</b>		<b>100%</b>	



<b>Module 20: Hospitality Marketing III</b>			
<b>Summary of marks:</b>			
<b>Content Mark</b>	<b>220</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>	

<b>Module 17: Hospitality Financial Management III</b>			
<b>Summary of marks:</b>			
<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>	