



Financial Plan	
Student Name & Nr:	100%

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
Total	[250]
Technical care	[30]
Presentation	[40]

**Summary of marks:**

Content Mark	250		
Content Weight		80%	
Technical Care Mark	30		
Technical Care Weight		10%	
Presentation Mark	40		
Presentation Weight		10%	
ASSIGNMENT TOTAL %		100%	