



Business Plan - Preparation Checklist 2021

Section	Checklist	Mark Allocation		
Cover Page	Refer to IHT Assignment Grading Criteria (Bus Comm I)	(5)		
Executive Summary	Refer to IHT Assignment Grading Criteria (Bus Comm I)	(15)		
Table of Contents	Refer to IHT Assignment Grading Criteria (Bus Comm I)	(10)		
1. Introduction	Refer to IHT Assignment Grading Criteria (Bus Comm I)	(10)		
2. Business Profile (entrepreneurship)	Business Activity	Ensure you state clearly you are a <i>service provider</i> in the <i>Hospitality industry</i> and describe exactly what your business is about. (1 page)	(5)	(75)
	Business Name	Name and explain your <i>business name, logo, slogan, colours</i> and <i>fonts</i> .	(10)	
	Business Location	Google maps images and photos of building. Elaborate on where it is (commercial or residential area), floorplan, parking, security, shade, competition, etc. <i>Justify why your location is ideal for your business.</i>	(10)	
	Business Structure	Discuss your chosen business structure. Mention advantages and motivate how disadvantages can be managed (reference)	(10)	
	Entry Strategy	In detail explain your launch plan. Include designs and creative ideas on your business launch, how you will promote it and to who. (include expenses in marketing budget)	(10)	
	Legal Requirements	Explain which legal forms are required for your business. Include the front page of the actual forms in ONE appendix	(10)	
	Value Statements	Present your vision and mission creatively and explain your reasoning. Include business values and explain	(10)	
	Objectives	Five top line 'business objectives' - Ensure your goals are fully SMART. Include financial objectives and how they will be achieved	(10)	
3. Marketing Plan			(200)	
	Industry Overview	Discuss trends in the market, happenings in your business field, country, and area. Remember to reference all your statements – at least x 6 references. (1 page min)		(20)
	Situational Analysis	SWOT Table (8 S+W) (5 O+T) and Summary (4 paragraphs), PEST & Mckinsey as per class activities *SWOT (15), PEST/ McKinsey (15)		(30)
	Competitive Analysis	1. Porter Five Forces (as per class activity) 2. Strategic Square (identity and motivate why) 3. Competitors Information in paragraph form (4x Direct and 3x Indirect) *remember to reference 4. Competitor Table (at least x 10 entries) – rank you competitors and only include direct competitors		(30)
	Segmentation and Target Marketing	1. Discuss your segmentation strategy. 2. Apply all four segmentation bases to your business (6 categories under demographic segmentation) 3. Describe your ideal target market in much detail (at least 2 paragraphs – cover all your segmentation bases).		(20)
	Differentiation and Positioning	1. Give 8 motivations on how your business will be different to those of your competitors (better than competitors). 2. Explain how will position yourself in the mind of customers and explain your brand personality. 3. Draw a positioning map (plot yourself and direct competitors), explain. 4. Create a positioning statement (slogan) – explain.		(30)



			5. Discuss at least five (5) Features and Benefits of your business (table format).		
		Marketing Objectives	Five 'marketing related' practical objectives' – must be SMART (Increase sales, build brand awareness, launch new services, improve customer relationships etc.) – how will you achieve these?	(10)	
		Marketing Mix	Presented in a very creative visual manner. Each 'P' needs to be discussed in great detail. Include lots of pictures and information.	(40)	
		Marketing Budget	<ul style="list-style-type: none"> • Comprehensive 12 month budget over 3 years (table format) • Explain your reasoning in your report • Include graphs and tables for each year • Summarise your three years (table format and explain) • Launch campaign to be included • All promotional activities to be included (one above the line channel) • Remember to include <i>all quotes</i> obtained under ONE appendix. 	(20)	
		Writing Style / Technical Care	Refer to IHT Assignment Grading Criteria (Bus Comm I)	(30)	
		Presentation	Refer to Business Plan Presentation Grading Criteria (20 minute presentation to a panel of members)	(120)	
4.	Operational Plan (entrepreneurship)				(75)
		Production Plan			
		Production and Operations	See module reader p69-73 Capacity Trading hours / days Entry capital requirement Renovations required Renovation costs Insurance requirements Assets / Facilities explained Suppliers OH&S	(10)	
		Operational Workflow	Operational workflow (blueprint) for each aspect of your customer service delivery – Visual Representation or Step by Step explanation	(10)	
		People Plan			
		Management Structure	<ul style="list-style-type: none"> • Mention skills and expertise of each of the managers • Possible strengths and weaknesses (how will you manage weaknesses) • Mention management salaries 	(10)	
		Organisational Structure	<ul style="list-style-type: none"> • Present a organogram including all staff members • Explain how you will use multi-skilling to improve productivity • Include a job description as an example on how you will recruit for vacancies. 	(10)	
		Staffing Strategies	Elaborate in detail on the following regarding staff: - Recruitment - Probation periods - Remuneration - Incentive schemes - Work environment - Training and development	(20)	
		Professional Advisors	Briefly (in a table) explain who your professional advisors would be: -Accountant	(5)	



			-Attorney -Insurance Broker -Bank		
		Personal Controls	Compile in Excel Explain your reasoning	(5)	
		Joint Ventures	Possible business relationships, beneficial to your business	(5)	
5.	Financial Plan & MPA	Refer to Finance brief			[250]
6.	Conclusion	Refer to IHT Assignment Grading Criteria (Bus Comm I)			(10)
7.	Reference List	Refer to IHT Assignment Grading Criteria (Bus Comm I)			(10)
	Appendices	Refer to IHT Assignment Grading Criteria (Bus Comm I)			(5)
	Writing Style and Technical Care	Refer to IHT Assignment Grading Criteria (Bus Comm I)			(15)