



Business Plan - Preparation Checklist 2022

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 theory)	(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 a table with expenses that must also be integrated in your Marketing Budget – Year 1	(10)	
	Legal Requirements	Explain which legal forms are required for your business in table format and where the forms can be obtained from. Include the front page of the actual forms in ONE Appendix	(10)	
	Value Statements	Present your vision and mission <i>creatively</i> 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. Operational Plan (entrepreneurship)	Production Plan			(75)
	Production and Operations	See module reader p72 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 explanations	(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 an 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: <ul style="list-style-type: none"> - Recruitment - Probation periods - Remuneration - Incentive schemes - Work environment - Training and development 	(15)	
		Professional Advisors	Briefly (in a table) explain who your professional advisors would be: <ul style="list-style-type: none"> -Accountant -Attorney -Insurance Broker -Bank 	(5)	
		Personal Controls	Compile in Excel Explain your reasoning	(10)	
		Joint Ventures	Possible business relationships, beneficial to your business and the advantages of these relationships.	(5)	
4.	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	<ol style="list-style-type: none"> Porter Five Forces (as per class activity) Strategic Square (identity and motivate why) Competitor Information in paragraph form (4x Direct and 3x Indirect) *remember to reference Competitor Table (at least x 6 entries and 2x strengths and weaknesses) – *rank you competitors and only include direct competitors 	(30)	
		Segmentation and Target Marketing	<ol style="list-style-type: none"> Discuss your segmentation strategy. Apply all four segmentation bases to your business (6 categories under demographic segmentation) Describe your ideal target market in much detail (at least 2 paragraphs – cover all your segmentation bases). 	(20)	
		Differentiation and Positioning	<ol style="list-style-type: none"> Give 8 motivations on how your business will be different to those of your competitors (better than competitors). Explain how will position yourself in the mind of customers. Include at least three key words that you will use to position yourself consistently. Draw a positioning map (plot yourself and direct competitors), explain. Create a positioning statement (slogan) – explain (Copy from Business Profile) Elaborate on your Brand Personality Discuss at least five (5) Features and Benefits for your business (table format). 	(30)	
		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	Product	Explain your products and service offering. Menu, Options, Quality, Suppliers, Differentiating Factors	(40)
		Price	Average price per person, how must people pay, when must they pay, deposit payable, discounts	
		Place	Location of your business, area, security, parking Distribution Channels	
		Promotion	Select five (5) marketing mediums and for each justify why you've chosen it. Weigh up the pros and cons (limitations) for each of the selected mediums – (complete in table format) Include designs for any three (3) mediums with explanations.	
		People	Discuss staff culture, recruitment, remuneration, training, motivation of staff and career development etc.	
	Physical Evidence	Visually show the look and feel of your establishment. Include lots of images and mood boards. No need to reference.		
	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)	
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)