

Task 2: Business Plan

Due Date: Tuesday 26th August 2025

Task Distributed: Week 8 Term 2

Unit: Business Planning

Task Type: Business Plan

Task Weighting: 30%

Outcomes: P1, P3, P6, P7, P8, P9

Task Description

You are to devise a creative business idea which provides a solution to a societal problem or addresses a gap in the market. You will be submitting a solid business plan that is your own work for launching the business. You will explain how your idea could become a profitable business.

The hypothetical plan for the small business must be presented in a business plan format, with additional materials such as samples of advertising, layout of premises, cash flow forecasts, financial statements etc. included as appendices.

The Business Plan should contain the following information:

- Business name
- Business ownership and description
- Prime Function
- Location
- Legal structure
- Staffing needs and requirements
- Marketing Plan
- Pricing Methods and Strategies
- Financial Plan including startup costs and cash flow analysis
- Prospects
- Appendices (up to 5 pages) such as illustrations of the product/premises, evidence of market research, break-even analysis and projected financials.

The hypothetical business must be a small business. To keep your business small, we are limiting the amount of start-up capital from equity finance to \$60,000 (money that you, as the owner, can invest). In your plan, you can access up to an additional \$100,000 in the form of debt finance. It is important to remember that these are the upper limits. Most businesses start with a lot less!

The business plan should be 3,500 words. It must not exceed 8 A4 pages plus 5 A4 pages of appendices.

To achieve a top mark in this task it is not necessary to think of a complicated business idea – it is necessary to develop a good business plan. If you keep your idea simple it will be more manageable!

There are a wide range of business plan formats and most computer word processing applications have suitable templates but be careful in the way that you use templates. You should choose to use headings and sub-headings that are appropriate for your business concept and this assessment task, and not be constrained by the ones suggested by a template.

The format suggested for the *Plan Your Own Enterprise Competition* is a good one to follow as all business plans will be submitted to this competition.

We have a number of exemplars – examples of past students' business plans and samples from competition entrants. Students are encouraged to peruse these plans to assist them in developing their ideas for their own plans. It is very important that students use existing plans for inspiration and do not copy other's work.

Evidence of plagiarism will result in NO marks being awarded for the task. You will be required to fill in "All my own work" documentation to ensure

NESA Glossary of Key Words

Check the NESA Glossary of Key Words for further guidance

<https://educationstandards.nsw.edu.au/wps/portal/nesa/11-12/hsc/hsc-student-guide/glossary-keywords>

Details of Submission

You will need to register your business idea on the registration sheet attached by the end of this term. This will be your formative task in Week 9.

Two physical copies of the plan need to be produced: one for marking within the school and one to be mailed off for the Business Educators Australasia Competition. The competition copy will not be returned to the school but students will receive a certificate for their participation – maybe even a prize. See notes below and documents attached to this notification.

This is a hand-in task and should be submitted to your classroom teacher on the due date before 3pm via hard copy and Google Classroom. Failure to hand in work on the specified date, with no successful illness/misadventure appeal, will receive a zero-mark and an N-Warning notification. Students will still need to submit the task to ensure learning outcomes are met.

Teacher Feedback and Student Self-Reflection

- The task will typically be returned to students within two weeks of the due date.
- At this time feedback including information on how to improve will be provided through the marking criteria.
- Students can clarify or seek further feedback by speaking with their teacher or the assessment marker.
- Upon return of the task, students will also be expected to complete a self-reflection on google classroom.

How does this link to my learning?

An integral part of the Business Studies syllabus is to use contemporary examples to illustrate syllabus content and concepts. For this task, students will be able to demonstrate understanding of the Business Planning topic by applying their knowledge of the syllabus concepts to create a hypothetical business plan in an appropriate format. Collecting, analysing, organising and communicating information and ideas will also be addressed in this assessment task.

Assessment Procedures

All students should be fully aware of the School Assessment Procedures for their year group. These were provided at the beginning of the school year and are available from the school website under the Learning Tab for each year group.

Since this is a hand-in task, students should be aware of the details concerning malpractice and misconduct, as outlined in their Year 11 Assessment Booklet. Malpractice can include plagiarism and sharing work with others who are not part of your group. It is expected that students will submit their own work or their group work.

Business Assignment – Stage 1 Formative Task due beginning of Week 9

Name

Teacher

Business Concept: (A brief description of your business idea)

.....

.....

.....

.....

.....

.....

.....

.....

.....

Information required: (A list of the information you will need to obtain to complete the business plan and possible sources of information).

.....

.....

.....

.....

.....

.....

.....

.....

.....

Business Studies Preliminary Course Business Plan Task Marking Criteria

Name: _____

Criteria	Mark/Band
<p>Demonstrates comprehensive knowledge and understanding of small business planning and key concepts.</p> <p>Presents a highly realistic and innovative business idea with strong entrepreneurial insight.</p> <p>Provides a clear, logical and cohesive structure using all required business plan components to a high standard.</p> <p>Applies relevant business terminology and concepts consistently and effectively.</p> <p>Includes detailed, accurate financial forecasts, with breakeven analysis and clear understanding of capital limits.</p> <p>Market analysis is thorough, and strategies are clearly justified and aligned to objectives.</p> <p>Appendices are well-integrated and enhance understanding of the business idea.</p>	<p>25-30 A</p>
<p>Demonstrates sound understanding of small business planning and key concepts.</p> <p>Presents a realistic and feasible business idea, showing good planning and consideration.</p> <p>Covers most components of the business plan effectively with appropriate structure.</p> <p>Uses relevant terminology and concepts.</p> <p>Financial forecasts are mostly accurate and appropriately linked to business planning.</p> <p>Market analysis and marketing strategies are logical and show a good understanding of the target market.</p> <p>Appendices support the plan and add value to the submission.</p>	<p>19-24 B</p>
<p>Demonstrates basic understanding of business planning and small business concepts.</p> <p>Business idea is plausible but may lack detail, innovation or coherence.</p> <p>Business plan components are addressed but with uneven depth or clarity.</p> <p>Uses some relevant terminology but may include general or underdeveloped explanations.</p> <p>Financial data is included but may have inaccuracies or limited integration with the rest of the plan.</p> <p>Marketing strategies show some planning but may be generic or unconvincing.</p> <p>Appendices are included but may lack relevance or clarity.</p>	<p>13-18 C</p>
<p>Demonstrates limited understanding of small business planning and key concepts.</p> <p>Business idea is unclear, unrealistic, or lacks justification.</p> <p>Incomplete or poorly structured business plan. Key sections are missing or underdeveloped.</p> <p>Uses minimal business terminology, with little explanation of concepts.</p> <p>Financial data is inaccurate, missing or poorly presented.</p> <p>Marketing strategies are vague or poorly aligned to the business concept.</p> <p>Appendices are poorly developed, minimal, or do not support the main plan.</p>	<p>7-12 D</p>
<p>Demonstrates very limited or no understanding of business planning.</p> <p>Business idea is unclear or entirely unrealistic.</p> <p>Plan is disorganised or largely incomplete.</p> <p>Little to no use of relevant terminology or business concepts.</p> <p>Financial information is missing, irrelevant or incorrect.</p> <p>Marketing strategies and analysis are not evident or incoherent.</p> <p>Appendices are absent or inappropriate.</p>	<p>1-6 E</p>

Feedback:
