

	5 marks	4 marks	3 marks	2 marks	1 mark	0 marks
Cover Page	Cover page is exceptionally well-designed, visually striking, professional, and includes all required information.	Cover page is visually appealing, professional, and includes all required information.	Cover page is well-designed and includes necessary information.	Cover page is included but lacks creativity or professionalism.	Cover page is incomplete or lacks essential information.	No cover page is included
Appearance	The document has outstanding formatting, is visually appealing, and demonstrates a high level of professionalism and attention to detail.	The document is well-formatted, visually appealing, and easy to read with appropriate use of headings, subheadings, and formatting elements.	The document has consistent formatting, is well-structured, and visually pleasing.	The document has consistent formatting, is well-structured, and visually pleasing.	The document has inconsistent formatting, and some sections may be challenging to read.	The document has a poor visual appearance, lacks formatting, and is difficult to read.
Report Format	The report has an exceptional structure, is exceptionally well-organised, and effectively presents information with clear, concise, and coherent sections, headings, and subheadings.	The report has a well-defined structure, is logically organised, and effectively presents information with clear sections, headings, and subheadings.	The report follows a clear structure and effectively presents information with appropriate use of sections, headings, and subheadings.	The report follows a basic structure, but some sections may lack coherence or clarity.	The report has some structural issues and may have inconsistent section headings or organisation.	The report lacks a clear structure, sections are disorganised, and content is poorly presented.
Harvard Referencing Style	Exceptional use of Harvard referencing style, demonstrating precise and consistent referencing throughout the document.	Accurate and consistent use of Harvard referencing style throughout the document with few or no errors or inconsistencies.	Consistent use of Harvard referencing style with only minor errors or inconsistencies.	Basic use of Harvard referencing style, but minor errors or inconsistencies may be present.	Some attempt at using Harvard referencing style, but significant errors or inconsistencies are present.	No or very limited use of Harvard referencing style.
Word Count (7,000 words)	Word count is exactly on target, meeting the specified limit of 7,000 words. (+/- 5%)	Word count is precise and falls within a narrow range around the specified limit (+/- 10%)	Word count falls within an acceptable range around the specified limit (+/- 15%).	Word count deviates from the specified limit by a moderate margin.	Word count deviates from the specified limit by a large margin.	Word count significantly exceeds or falls short of the specified limit.

	26 to 30 marks	21 to 25 marks	16 to 20 marks	11 to 15 marks	5 to 10 marks	0 marks
Creativity and Innovation	The product or service demonstrates exceptional creativity and innovation, with highly original and groundbreaking elements.	The product or service exhibits a high level of creativity and innovation, showcasing many unique and original elements.	The product or service displays moderate creativity and innovation, incorporating several unique or original elements.	The product or service shows some degree of creativity and innovation, with a few unique or original elements.	The product or service demonstrates minimal creativity and innovation, with limited unique or original elements.	The product or service lacks creativity and innovation, showing no unique or original elements.

Total Page 1 _____

Total Page 2 _____

Assessor's Comments

Business and Financial Plan Rubric

	5 marks	4 marks	3 marks	2 marks	1 mark	0 marks
Executive Summary	The executive summary is exceptionally well-written, engaging, and successfully captures the essence of the business plan, leaving a lasting impression.	The executive summary is well-written, concise, and effectively highlights the key points of the business plan.	The executive summary effectively summarises all the essential elements of the business plan, providing a clear and concise overview.	The executive summary provides a clear and concise overview of the business plan but may lack some key details.	The executive summary is somewhat clear but lacks conciseness and fails to effectively highlight key points.	The executive summary is missing or does not provide a clear and concise overview of the business plan.
Company Overview	The company overview is exceptionally well-written, provides a compelling description of the company, and effectively conveys its mission, vision, and key details.	The company overview provides a comprehensive and well-defined description of the company, its mission, vision, and key details.	The company overview provides a detailed description of the company, including its mission, vision, and key details.	The company overview provides some details about the company, including its mission, vision, and key details.	The company overview is somewhat descriptive but lacks clarity and may not provide a comprehensive understanding of the company.	The company overview is missing or lacks a description of the company's mission, vision, and key details.
Market Analysis	The market analysis is exceptionally well-researched, provides deep insights into the target market, industry trends, and competition, and demonstrates a thorough analysis.	The market analysis provides a comprehensive and insightful understanding of the target market, industry trends, and competition.	The market analysis demonstrates a good understanding of the target market, industry trends, and competition but may lack some critical insights.	The market analysis provides some insights into the target market, industry trends, and competition but lacks depth and critical analysis.	The market analysis is somewhat superficial and lacks in-depth research or fails to identify important industry trends and competitors.	The market analysis is missing or lacks a thorough understanding of the target market, industry trends, and competition.
Product or Service Description	The product or service description is exceptionally well-written, provides a captivating and detailed explanation of the product/service, and effectively highlights its unique features and benefits.	The product or service description is comprehensive, clearly explains the product/service, and effectively highlights its unique features and benefits.	The product or service description provides a clear explanation of the product/service and highlights some unique features and benefits.	The product or service description provides some explanation of the product/service and highlights a few unique features and benefits.	The product or service description is somewhat unclear or lacks detailed information about its unique features and benefits.	The product or service description is missing or lacks a clear explanation of the product/service and its unique features.
Marketing and Sales Strategy	The marketing and sales strategy is exceptionally well-developed, creative, and demonstrates a comprehensive and innovative plan for target market identification, customer acquisition, and retention.	The marketing and sales strategy is comprehensive, innovative, and demonstrates a clear plan for target market identification, customer acquisition, and retention.	The marketing and sales strategy includes a well-defined plan for target market identification, customer acquisition, and retention, but may have some gaps or lacks innovation.	The marketing and sales strategy provides some basic ideas for target market identification, customer acquisition, and retention but lacks depth and innovation.	The marketing and sales strategy is somewhat vague or lacks a comprehensive plan for target market identification, customer acquisition, and retention.	The marketing and sales strategy is missing or lacks a well-defined plan for target market identification, customer acquisition, and retention.
Operational Plan	The operational plan is exceptionally well-documented, demonstrates a sophisticated and efficient approach to the company's operations, and anticipates potential challenges.	The operational plan is comprehensive, detailed, and demonstrates a well-organised and efficient approach to the company's operations.	The operational plan provides a detailed outline of the company's operations, production, supply chain, facilities, and technology, but may have some minor gaps or lacks efficiency.	The operational plan provides some basic information about the company's operations, production, supply chain, facilities, or technology but lacks depth and organisation.	The operational plan is somewhat incomplete or lacks detailed information about the company's operations, production, supply chain, facilities, or technology.	The operational plan is missing or lacks a detailed outline of the company's operations, production, supply chain, facilities, or technology.
Financial Plan	The financial plan is exceptionally well-prepared, provides a comprehensive and realistic financial outlook, and demonstrates a deep understanding of financial projections and analysis.	The financial plan provides comprehensive and well-supported financial projections, including income statement, cash flow statement, balance sheet, and key financial ratios, with in-depth analysis and a realistic financial outlook.	The financial plan includes comprehensive financial projections, supported by reliable data and assumptions, but may have some minor inconsistencies or lacks in-depth analysis.	The financial plan includes some financial projections, but they lack detail, or the data and assumptions are not thoroughly explained.	The financial plan is somewhat incomplete or lacks detailed financial projections, or the projections are not supported by reliable data or assumptions.	The financial plan is missing or lacks comprehensive financial projections, including income statement, cash flow statement, balance sheet, and key financial ratios.
Risks and Mitigation Strategies	The risks and mitigation strategies section is exceptionally well-written, demonstrates a deep understanding of potential risks, and provides comprehensive and innovative mitigation.	The risks and mitigation strategies section comprehensively identifies potential risks and provides well-developed and realistic mitigation strategies.	The risks and mitigation strategies section identifies potential risks and provides some mitigation strategies, but may have some gaps or lacks a comprehensive approach.	The risks and mitigation strategies section identifies some potential risks but lacks detail or fails to provide robust mitigation strategies.	The risks and mitigation strategies section is somewhat incomplete or lacks a comprehensive identification of potential risks and corresponding mitigation strategies.	The risks and mitigation strategies section is missing or lacks identification of potential risks and corresponding mitigation strategies.
Conclusion	The conclusion is exceptionally well-crafted, leaves a lasting impact, and effectively summarises all the key points of the business plan.	The conclusion effectively summarises all the key points of the business plan in a strong and convincing manner.	The conclusion provides a satisfactory summary of the key points of the business plan, but may lack some clarity or impact.	The conclusion provides a brief summary of the key points of the business plan but lacks clarity or impact.	The conclusion is somewhat weak or fails to effectively summarise the key points of the business plan.	The conclusion is missing or lacks a strong and convincing summary of the key points of the business plan.