

Undergraduate Diploma in Business Administration: Intake February 2024

Assessment Task: Research project based the question below	
Module: <i>Research Project</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: MQF Level 5	Student Name:
Date:	Student Number:
Proposal Deadline: 19 December 2024	
Assignment Deadline: 6 February 2025	
<p>Research Question:</p> <p>Prepare a Business and Financial Plan for a fictional start-up company that addresses a specific need or gap in a local market. This plan will serve as a foundation for presenting your ideas to potential investors or financial institutions.</p> <p>In your submission, you must demonstrate your ability to conduct basic research, analyse relevant data, and develop a realistic and practical plan that highlights the potential of your start-up. One important element of this project is to explain how you identified the need or gap in the market that your product or service aims to address. Provide examples of your creative thinking in developing the business concept.</p> <p>The final plan should include an outline of the business structure, a simple financial forecast, and an explanation of how the proposed business could achieve its goals within the local context.</p> <p>Note that the proposed concept must be approved prior to commencing work on the Business and Financial Plan.</p>	
<p>Important Notes</p> <p>The expected format:</p> <ul style="list-style-type: none"> ➤ Cover Page ➤ Contents Page ➤ Executive Summary ➤ Company Overview ➤ Market Analysis: <ul style="list-style-type: none"> ➤ Product or Service Description ➤ Marketing and Sales Strategy ➤ Operational Plan ➤ Financial Plan ➤ Risks and Mitigation Strategies: ➤ Conclusion ➤ Reference List ➤ Appendices <p>Assignment Document Format:</p> <ul style="list-style-type: none"> • Your assignment document should be structured using appropriate headings and subheadings. • Use a professional and consistent formatting style throughout the document. <ul style="list-style-type: none"> • Text - Times New Roman, Size 12, 1.5 line spacing • Ensure proper citation and referencing of any external sources used in your research - Harvard Style must be used. <p>Word Count and Appendices:</p> <ul style="list-style-type: none"> • The main body of your assignment should be approximately 7,000 words, excluding appendices. • Appendices can include supporting documents such as market research data, financial statements, and any additional materials that support your plan. 	

Pass Mark - 50%	Total Project Weighting - 100%
By submitting I confirm that this assessment is my own work	