Preparing a Business Plan - Part VII:

**Business Plan**

The aim of this assignment is to bring together all the research completed in earlier assignments to form a full business plan. A business plan should be approximately 10 to 15 pages. Being concise, rigorous in your thinking and well structured is more important than length.

Below are some important factors to keep in mind when writing the business plan:

**Style**
- Structure clearly and keep to topic in each section
- Quality surpasses quantity: Keep language clear and concise
- Write in the third person

**Structure**
- Start by creating an outline/framework for the plan
- Ensure sections are in logical sequence
- Keep length of key sections even
- Proofread thoroughly

**Content**
- Pay attention to detail: Back up claims by good research
- Where assumptions are being made in arguments, explain rationale
- Include executive summary and conclusion
- Be specific and accurate

**Business Plan Failings**
- Poor presentation and structure
- Unrealistic claims
- Claims not backed up by figures and statistics
- Too many pages
- Overly optimistic
- Underestimating Risk
- Language throughout business plan trying to ‘sell’ the idea
- Poor grammar
- No clear narrative throughout plan linking sections
Research Report

Along with your business plan, you are required to submit a report detailing the primary research conducted as part of the research for your business idea.

The report should detail the following:

- **Introduction and Background** – overview of the research area, some brief information on topics relevant to your research, objectives of the research, problem statement and research questions.
- **Literature Review** – any literature relevant to answering your research questions.
- **Methodology** – Outline the methodology used in your research. This should include your research approach, methods and sampling.
- **Findings and Analysis/Discussion** – Present the findings of your research and discuss them in relation to your research questions.
- **Conclusion** – the main points in your research.

The length is not important but 3 pages (Arial 11 - 1.5 spacing) would be the minimum required to address every section.