Assignment 2: Researching and Preparing a Business Plan

**Project Overview:**
You will (in groups of 4)

- come up with a business idea
- write a business plan and a research report
- present the research report (in-class)
- present the plan (Accenture competition)

**Important Dates:**

*Monday 27/03 and Wednesday 29/03:* In-class presentations of your research report

*Friday 07/04, 1pm:* Submission of Business Plan and Research Report

*Monday 10/04, 9.30am-1pm:* Accenture Presentations

**Process:**
This process will be supported by labs where you will work in your groups on:

- Company Description and Market/Competitor Analysis
- Business Model & Operations – Opportunities and Risks
- Business Research
- Marketing & Sales Financial Projections
- Investment Required & Financial Projections
- Business Plan Write up
- Research Report Write-Up

**Expectations:**
Your Business Plan will typically consist of:

- Executive Summary
- Company Description
- Market Analysis
- Marketing/Sales Strategy
- Research & Development
- Staffing and Operations
- Financial Projections
- Funding Requirements
- Appendices
Your Research report will typically consist of:

- Abstract
- Introduction
- Literature Review
- Method
- Results
- Discussion
- Conclusions
- References
- Appendices

Marking

Research Report 30
- Appropriate scientific methodology used
- Well structured
- Research questions well defined and matches objectives/problem area
- Methodology implemented correctly
- Data analysed objectively and method explained well
- Solid findings drawn from data analysis
- Conclusion link findings to research objectives

Research Presentation 10
- Each section addressed
- Presentation well structured
- Rationale for research clear
- Methodology explained
- Presentation style engaging
- Each team member took part in presentation

Business Plan 60
- Appropriate structure and style
- Each section addressed
- Rationale clear
- Each section backed up by primary and secondary research
- All sources referenced correctly
- Graphics
- Each team member took part in presentation