

Please read the instructions printed at the end of this form. **One** of these sheets, suitably completed, should be attached to the assessed work of **each** candidate

|   |  |  |  |  |             |                        |                         |             |                 |
|---|--|--|--|--|-------------|------------------------|-------------------------|-------------|-----------------|
| <b>Unit Title</b>   | <b>10 A business plan for the entrepreneur</b> |  |  | <b>Unit Code</b>   | <b>F249</b> | <b>Session</b>         |                         | <b>Year</b> |                 |
| <b>Centre Name</b>  |  |  |  |  |             |                        | <b>Centre Number</b>    |             |                 |
| <b>Candidate Name</b>   |  |  |  |  |             |                        | <b>Candidate Number</b> |             |                 |
| <b>Evidence:</b> You produce a business plan for a new business enterprise of your choice.  |  |  |  |  |             |                        |                         |             |                 |
| <b>Criteria</b>   |  |  |  |  |             | <b>Teacher Comment</b> |                         |             | <b>Page No.</b> |
| <b>AO1.1:</b> You identify the reasons behind creating a business plan, the different parts of a business plan and the constraints that can impact on the successful implementation of a business plan; much of your evidence requires further clarification and elaboration; |  | <b>AO1.2:</b> you demonstrate a sound understanding of the reasons behind creating a business plan, the different parts of a business plan and the constraints that can impact on the successful implementation of a business plan; however, your evidence, at times, does not demonstrate sufficient depth; |  | <b>AO1.3:</b> you demonstrate a clear and comprehensive understanding of the reasons behind creating a business plan, the different parts of a business plan and the constraints that can impact on the successful implementation of a business plan; your evidence displays both breadth and depth. |             |                        |                         |             |                 |
| [0 1 2 3]   |  | [4 5 6]  |  | [7 8 9]  |             |                        |                         |             |                 |
| <b>AO2.1:</b> Your business plan is over-theoretical with only a basic attempt to apply it to your new enterprise;  |  | <b>AO2.2:</b> you apply your business plan to your new enterprise;   |  | <b>AO2.3:</b> you target your business plan to the specific needs of your new enterprise.  |             |                        |                         |             |                 |
| [0 1 2 3 4 5]   |  | [6 7 8 9 10]   |  | [11 12 13 14]  |             |                        |                         |             |                 |

| Criteria   |  |  | Teacher Comment | Page No.   |
|--|--|--|-----------------|--|
| <p><b>AO3.1:</b> Your analysis and interpretation of your research is limited in scope and does little to inform the development of your business plan; your synthesis of gathered data is weak, with little evidence of integrated or strategic thinking;</p> <p style="text-align: right;"><b>[0 1 2 3 4]</b></p>  | <p><b>AO3.2:</b> your analysis and interpretation of your data is sound, informing the development of your business plan; your synthesis of gathered data is sound, with evidence of integrated and strategic thinking;</p> <p style="text-align: right;"><b>[5 6 7 8]</b></p>   | <p><b>AO3.3:</b> your analysis and interpretation of your data is thorough and comprehensive and there is an extensive focus on targeting your research and analysis into the development of your business plan; your synthesis of material is comprehensive, with frequent demonstration of integrated and strategic thinking;</p> <p style="text-align: right;"><b>[9 10 11 12]</b></p>  |                 |  |
|  |  |  |                 |  |
| <p><b>AO4.1:</b> Your critical evaluation of how, and in what ways, constraints may impact on the successful implementation of your business plan is limited; you make no real attempt to prioritise evidence or to select appropriate lines of argument from information contained within either your business plan or your research and analysis, resulting in weak, unsupported conclusions; you demonstrate limited clarity and coherence with basic use of business terminology – errors of grammar, punctuation and spelling may be noticeable and intrusive;</p> <p style="text-align: right;"><b>[0 1 2 3 4 5]</b></p> | <p><b>AO4.2:</b> your critical evaluation of how, and in what ways, constraints may impact on the successful implementation of your business plan is sound; your evidence is prioritised with appropriate lines of argument selected and presented from information contained within both your business plan and your research and analysis, resulting in sound conclusions; you demonstrate clarity and coherence with appropriate use of business terminology – there may be occasional errors of grammar, punctuation and spelling but these are not intrusive;</p> <p style="text-align: right;"><b>[6 7 8 9 10]</b></p> | <p><b>AO4.3:</b> your critical evaluation of how, and in what ways, constraints may impact on the successful implementation of your business plan is comprehensive and in-depth; your evidence is effectively prioritised with appropriate lines of argument selected and presented from information contained within both your business plan and your research and analysis, resulting in reasoned, appropriate, logical conclusions; you demonstrate clarity, coherence and fluency with effective and confident use of appropriate business terminology – there are few, if any, errors of grammar, punctuation and spelling. <b>[11 12 13 14 15]</b></p> |                 |  |
|  |  |  |                 |  |
| <b>Total/50</b>  |  |  |                 |  |
| If this work is a re-sit, please tick  |  | Session and Year of previous submission  |                 | Please tick to indicate this work has been standardised internally |

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website ([www.ocr.org.uk](http://www.ocr.org.uk)).  
The completed Centre Authentication form CCS160 must accompany the MS1 when it is sent to the moderator.

### Guidance on Completion of this Form

- 1 **One** sheet should be used for each candidate.
- 2 Please ensure that the appropriate boxes at the top of the form are completed.
- 3 Please enter *specific* page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- 4 Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- 5 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.