

FOR CENTRE AND CANDIDATE USE - PLEASE PHOTOCOPY AS REQUIRED

BUSINESS STANDARD LEVEL

BUSINESS START-UP (OPTIONAL MODULE) 5167

Assignment Cover Sheet for Candidates

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When submitting a copy of your assignment please complete this Assignment Cover Sheet and an S.A.R., which is completed by your tutor. By completing this form and submitting the assignment for assessment by CIE you confirm that the assignment is all your own work. Any work taken from another source has been appropriately referenced and acknowledged.

CIE Unique Candidate Identifier		
Centre No.	Year	Cand. No.

Candidate Name	Date of Submission

Please read this page and complete the grids on the next two pages, before handing in your assignment. This form is designed to help you check that your work is complete and that you have covered all the required competence criteria. There are three pages in total. The assignment guidelines, available in the syllabus, provide full information for the completion of the assignment.

For this assignment you must present a written report which includes the following:

- a contents page
- an introduction (purpose of the assignment and an outline of the work to be included)
- indicate how you went about the investigation - a clear explanation of the investigation you have carried out and methods you have used (steps taken to obtain information, e.g. interviews, surveys, visits, research why these methods were chosen and how they proved to be effective)
- a business plan on the development of a business proposal
- a write-up (well summarised findings from the investigation)
- demonstrate adequate coverage of the aims and objectives (these are listed on the next two pages)

In addition, your report should:

- be between 1400 - 1800 words long
- be word processed (legible hand writing is also acceptable)
- have a logical structure with clearly presented and explained sections
- a bibliography (list of reference materials, publications and text books used as reference sources)
- have a clear, legible and business-like layout and format

Have these requirements been met? YES/NO

Comments:

Further details of the assignment requirements can be found in the syllabus section headed 'Assignment Guidelines'. A copy of the syllabus can be found at www.cie.org.uk.

Assignment Contents

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Choose, investigate and present a business proposal. Prepare a report, which must include a business plan, on the development of a business proposal. The plan should include discussion of the product or service and type of business organisation chosen along with an explanation of how the candidate plans to set up the business. This will include a discussion of sources of advice and finance.

You should go through the grids and indicate in the boxes where the evidence can be found. You may want to add a comment to explain your choice, but this is not always necessary.

Select and describe the business idea		Page no.	Comments
1.1	Describe a business idea <ul style="list-style-type: none"> • the product or service: the reasons for the choice • new or existing business; the actual (or realistic) assumptions of market, customers and competitors 		

Identify and discuss the personal skills of the candidate

1.2	Describe and explain the personal skills required to establish a business <ul style="list-style-type: none"> • personal ambitions, motivation and commitment; business or career experience; personal attributes (self-discipline, imagination, vision, education); practical skills (language, computer literate, technical ability) 		
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Describe the sources of advice for the business idea

2.1	Identify and explain sources of assistance and advice <ul style="list-style-type: none"> • professional (includes): accountant (business plan, balance sheet and accounts, taxation, payroll); advertising agent/PR advisor (advertisements, sales promotion, image); banker (business and financial support); business consultant (development of the idea, the business plan, contacts); estate agent (property sales or lets); lawyer (legal structure, business registration, contract) • institutional (includes): Chamber of commerce (local support, networking, business advice); local government (planning); tax authorities (taxation); trade association (code of conduct, standards, networking, advice, training) 		
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Identify the type of business organisation most suitable for the business idea

2.2	Investigate types of business organisation <ul style="list-style-type: none"> • sole trader, partnership, limited company, unlimited company, franchise 		
2.3	Understand and explain the essential business start-up requirements for the candidate's business idea <ul style="list-style-type: none"> • trading premises: e.g. buy or lease; equipment; space required – office, warehouse, factory; access • banking arrangements: e.g. business accounts, cheques signatories • finance: adequate finance for start up and working capital e.g. shares, loans, overdraft • insurance: e.g. motor vehicles, public liability, fire, damage, theft • stationery: e.g. letterheads, business cards, invoices • accounting system: legal obligation to keep financial records 		

Discuss the provision of business finance – explain how the business idea will be financed and identify the sources of finance.		Page no.	Comments
3.1	<ul style="list-style-type: none"> • acquisition of assets – tangibles such as land, machinery, buildings; intangibles such as brand names, goodwill • provision of working capital i.e. day to day finance for running the business e.g. raw materials, general expenses, credit offered to customers 		
3.2	<ul style="list-style-type: none"> • types: share capital, debentures, loans, overdraft, leasing, hire purchase, trade credit, customer finance e.g. deposits, payment in advance • sources: personal resources; cash, savings, investments • internal: partners, shareholders, (once established) ploughed profits • external: banks, finance houses, leasing companies, suppliers 		
3.3	<ul style="list-style-type: none"> • direct costs (materials, labour); indirect costs (rent, interest charges); definition of profit – gross and net; budgeting • break-even calculation; cash flow forecast 		

Complete a Business Plan

Explain the importance of developing a business plan for your start-up

4.1	<p>Investigate and explain the nature of the business plan</p> <ul style="list-style-type: none"> • description of business proposals and objectives; to attract investors; to monitor business progress 		
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Check that your business plan contains all the relevant details in an acceptable format

4.2	<p>Demonstrate ability to understand and produce an elementary business plan</p> <ul style="list-style-type: none"> • description of the business and its objectives: name and address of the business; details of the business activity; legal status; summary of the business proposal; mission statement; short and long term plans; skills of key personnel • marketing plan: description of the product or service – features, potential market; sales forecasts; competitors; marketing mix • production plan: costs; employees; premises; equipment • resources: capital items (vehicles, equipment, computers); business financial resources; assets, finance required • financial information: break-even forecast; cash flow forecast; finance required 		
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Self Evaluation

	<p>Comment on:</p> <ul style="list-style-type: none"> • Your approach to developing the business plan for your business idea • Your report - strengths and weaknesses; coverage of the performance criteria identified in the sections above 		
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