***\*\*\*\*THIS DOCUMENT IS THE TEMPLATE FOR YOUR ASSIGNMENT\*\*\*\****

Use this for creating your Google Doc--You can find some help with Google Docs at:

<https://www.youtube.com/watch?v=W7wOQaGbf-A>

PLEASE NOTE:

* Page breaks have been used to prevent distortion in the template
* Please use double (2.0) line spacing for your assignment
* All highlighted text is there for guidance only and should be removed before submitting your assignment
* When inserting the template in to the group’s Google Doc, ensure you have included the rubric at the end of your assignment and each group member has signed into the GoogleDoc.

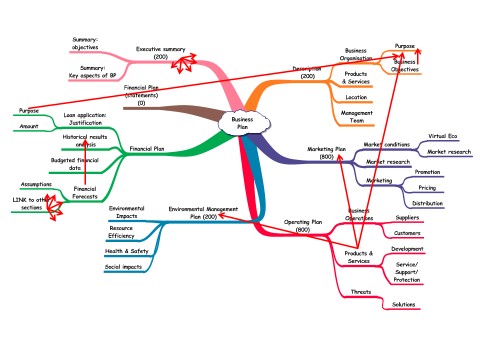
BEFORE YOU BEGIN:

* Read the VBE Assessment Detail document available in the assessment tab of Blackboard. This document provides the background information, guidelines and the assessment detail
* Read the milestones document
* Have a group meeting to:
  + discuss the assignment tasks
  + arrange for the creation of the google doc with the template inserted including the assignment marking rubric – SSG from week 7 for assistance
  + discuss the assignment marking rubric
  + for your loan application, supported by your business plan, think of some ideas to expand your business to discuss at your meeting
* Discuss tasks and timelines for completion and reach agreement on how you will work as a team to manage and complete the assignment. Refer to the VBE assessment milestones (timeline) document for guidelines for when individual/group work should be completed
* For creation of your assignment, all group members will write their assigned tasks and will also be an editor for another group member

THROUGHOUT THE ASSIGNMENT

* Refer to the assignment mind map to ensure the business plan is integrated
* Check the assignment against the marking rubric
* Edit your other group member’s work to see if you can help – remember you’re a team
* Use Student Services for a peer assisted workshop for assignment checking
* For assistance or a chat about group problems please drop in and see the SSG from week 7 to week 9. More information will be available at the induction- practical session 01 in week 3
* For lost group members, unresolved group problems seek assistance from the SSG or email [acct1101@business.uq.edu.au](file:///C:\Users\cojwalke\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\Q0XOTBYR\acct1101@business.uq.edu.au) for an appointment
* **REMOVE THIS PAGE FROM THE ‘Google doc’ TEMPLATE**

## MINDMAP



***Refer to this mind map to ensure that the various sections that make up the business plan are integrated.***

***ADDITIONALLY, ANY TEXT THAT IS HIGHLIGHTED IN THE TEMPLATE IS THERE FOR GUIDANCE ONLY AND NO HIGHLIGHTING SHOULD APPEAR IN YOUR***

***‘Google Doc’ TEMPLATE***

***REMOVE THIS PAGE FROM THE ‘Google doc’ TEMPLATE***

***TITLE PAGE***

### This page would have the following details:

* Assignment title
* Prepared by: Names of group members with student numbers
* Session number and Business name e.g. P01\_CandyShoes
* Date submitted
* Students often insert graphics on their title page
* Page numbers

There is NO requirement to include a signed coversheet when an assignment is submitted electronically.

**TABLE OF CONTENTS**

### On the assessment tab you will find the UQBS Writing Guide which provides easy‐to‐use instructions for writing at a university level

* The following pages would be used to document the requirements of your assignment and should be shown in your table of contents
* Your Business Plan should contain each of the following elements and in this order
  + - Description of the business
    - Marketing Plan
    - Operating Plan
    - Environmental Management Plan
    - Financial Plan
    - Executive summary
    - Appendix
* Make sure your contents page includes page numbers

# DESCRIPTION OF THE BUSINESS PLAN

#### (Refer to the marking rubric)

* The first section of your Business Plan should briefly describe the business and its basic activities
* This description should include:
  + How the business is organised e.g. sole proprietor, company, etc.
  + Its product(s) or service(s)
  + Where it is located and where it conducts its business
  + Management team – what role does each person in your group have? E.g. marketing manager and what do they do day-to-day? E.g. Perform market analysis, organize promotional activities, etc.
  + Business objectives clearly stated and linked to the loan purpose and amount

# MARKETING PLAN

***(Refer to the marking rubric)***

This section of the business plan should show how the business will make sales and how it will influence and respond to market conditions. Integrate with the other plans. This should include:

* Discussion of the market conditions drawn from the VBE demographic information for your VBE business (see VBE Assessment Detail). If your expansion goes into a different market, then you will need to include a discussion of those market conditions.
  + Think about the market for your business’ product in terms of size and demographic (average age, average income etc.) of customer base.
  + Also consider relevant industry and product characteristics.
  + For example, you might plan to increase sales for your business by e.g. expanding your product range and selling more products to the existing VBE market.
  + Or you might want to increase sales by entering new markets e.g. by opening a new retail outlet outside the VBE economy.
  + What are the marketing activities going to cost?
* You’ve been given some basic information but you can go further by looking at broader data for your business from e.g. IBISworld (go to UQ library and search for IBISworld database), Business Queensland, Bureau of Statistics etc.
* Integrate the additional market research
* Include a well-developed discussion on the plans for:
* Promotion
* Pricing
* Distribution of products /services
* Budgeted cost

# OPERATING PLAN

#### (Refer to the marking rubric)

This section of the business plan should show how the business will develop and enhance its products or services and its day‐to‐day operations. Integrate with other parts of the plan.

* Describe the current business operations
* Describe the relationship with their suppliers and customers
* Thorough discussion of plans to develop, service, protect or support product/services, linked to the marking plan, environmental management plan (EMP) and loan purpose.
* Will staffing need to be adjusted with the new expansion? Why or why not?
* Thorough discussion of possible threats to future operations and proposed solutions to these threats
* What are the budgeted costs for these operating changes?

# ENVIRONMENTAL MANAGEMENT PLAN

#### (Refer to the marking rubric)

This section of the business plan should show how the business will identify the environmental and social impacts of the business. A thorough EMP would provide an integrated discussion of:

* Resource efficiency
* Environmental impacts
* Health and safety issues
* Social impacts
* What are the budgeted associated costs?

# FINANCIAL PLAN

***(Continually refer to the marking rubric*** *– note that the ‘financial plan and discussion’ and the ‘financial statements and projections’ have separate marks and word limits)*

The purpose of the Financial Plan is to provide the financial information to the lender to support the loan application *and it must integrate with the other plans*. (See Mind Map)

A thorough discussion of the financial plan should include:

* **Loan Application & Justification:**
* Identification of the business’ capital requirements
* Justification of the loan amount and interest
* Linked discussion between the capital requirements and the justification of the loan amount
* In all cases, the Financial Plan discussion should refer to the accounting information provided in the appendix. No need to repeat this information in the body of the business plan.
* **Historical financial results discussed in depth** 
  + - Discuss the two years from your VBE trading using the last trading session financial statements (annual figures).
    - The VBE historical financial statements from the final trading session is included in the appendix (Income Statement, Balance Sheet and Cash Flow Statement)
    - Only annual figures are to be used

* **Budgeted financial data discussed in depth**
  + - Overview of the next 12 months and basis for assumptions
    - Master Budget using annual figures are included in the appendix
    - Ensure the Master Budget has the Projected financial statements included in the appendix (Income Statement, Balance Sheet, Cash Flow Statement) and all supporting budgets
* **All assumptions for the financial forecasts used in the Master Budget are provided and discussed**
  + - Discussion has well-developed linkages to historical data, economic information, other plans and your business expansion

*Please Note:*

* + - *From the Master Budget ensure that the projected financial statements are integrated and reflect the other sections of the business plan*.
    - *The appendix contains:*
* *The historical financial statements from Practical Session 2*
* *The projected statements and their supporting budgets that form the Master Budget*
* *The discussion of the financial statements, including assumptions, should be in the financial plan*
* **High standard of presentation of all financial data**

# EXECUTIVE SUMMARY

#### (Refer to the marking rubric)

The Executive Summary is at the end and is a thoughtful summary that succinctly summarises the objective and major points of the business plan

You are ultimately answering the question: “Why should the bank grant your business a loan?” and use information from your business plan to justify.

\*\*\*Prepare the Executive Summary last, as it should tie together all the elements of your Business Plan

# REFERENCE LIST

### UQ uses the Harvard referencing style and page 27 of the *UQ Writing Guide* provides very useful information

If you are an undergraduate or coursework Masters student, UQBS asks you to use the Harvard‐type referencing style used by the Academy of Management Journal (AMJ).

You can view this style in two places: first, through the UQBSWriting Guide in the assessment ab on blackboard and the Library website

***APPENDIX A – SUPPORTING FINANCIAL DATA– BUSINESS PLAN***

***The following supporting financial data should be included as an appendix to your assignment in the following order. The section will not include any discussion or be part of the word count.***

* The 12 month historical financial statements (provided after the last trading session of your VBE business – Income Statement, Balance Sheet and Cash Flow Statement)
* The Master Budget which includes the supporting budgets and the three projected financial statements (Income Statement, Balance Sheet, Cash Flow Statement)
* ***Annual figures only should be provided for the financial statements and the Master Budget***
* ***The following rubric MUST be included at the end of your group assignment***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Criteria** | **Inadequate** | **Needs Improvement** | **Adequate** | **Thorough/Thoughtful** |
| **Description of the business (1%**  **= 20 points)**  **(200 words)** | Business organisation, description of products/services, location and management team not provided or inadequately described.  Business objectives missing or inadequate.  **(0-4 points)** | Business organisation, description of products/services, location and management team provided at minimal level.  Basic business objectives stated.  **(5-9 points)** | Adequate description of business organisation, products/services, location and management team provided.  Business objectives clearly stated and soundly framed. **(10-15 points)** | Thorough description of business organisation, products/services, location and management team provided.  Business objectives clearly stated and linked to loan purpose.  **(16-20 points)** |
| **Marketing Plan (6% =**  **120 points)**  **(800 words)** | Little or no discussion of market conditions.  Little or no additional market research specific to VBE business.  Little or no discussion of plans for promotion, pricing or distribution of product/services.  **(0-20 points)** | Some discussion of market conditions drawn from Virtual Economy information.  Little or no additional market research.  Limited discussion of plans for promotion, pricing or distribution of product/services.  **(21-49 points)** | Discussion of market conditions drawn from Virtual Economy information.  Some additional market research.  Adequate discussion of plans for promotion, pricing or distribution of product/services.  **(50-89 points)** | Discussion of market conditions drawn from Virtual Economy information and supplemented with integrated additional market research.  Integrated additional market research.  Well-developed discussion of  plans for promotion, pricing, distribution of product/services.  **(90-120 points)** |
| **Operating Plan (6% =**  **120 points)**  **(800 words)** | Little or no description of current business operations, its suppliers and customers.  Little or no discussion of plans to develop, service, protect or support products or services.  Little or no discussion of possible threats to future operations.  **(0-20 points)** | Some description of current business operations, its suppliers and customers provided.  Some discussion of plans to develop, service, protect or support products or services. Not linked or minimally linked to marketing plan, EMP and loan purpose.  Little or no discussion of possible threats to future operations.  **(21-49 points)** | Adequate description of current business operations, its suppliers and customers provided.  Adequate discussion of plans to develop, service, protect or support products or services linked to marketing plan, EMP and loan purpose.  Some discussion of possible threats to future operations.  **(50-89 points)** | Current business operations, its suppliers and customers well described.  Thorough discussion of plans to develop, service, protect or support products or services linked to marketing plan, EMP and loan purpose.  Thorough discussion of possible threats to future operations and proposed solutions.  **(90-120 points)** |
| **Environment al Management Plan (1% =**  **20 points)**  **(200 words)** | EMP missing or poorly presented. Little or no discussion of: resource efficiency, environmental impacts, health and safety issues, or social impacts.  **(0-4 points)** | EMP provided but inadequate.  Some discussion of resource efficiency, environmental impacts, health and safety issues, or social impacts.  **(5-9 points)** | Adequate EMP provided and linked to discussion of resource efficiency, environmental impacts, health and safety issues, or social impacts.  **(10-15 points)** | Thorough EMP provided with integrated discussion of resource efficiency, environmental impacts, health and safety issues, or social impacts.  **(16-20 points)** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Financial Plan (15% =**  **300 points)**  **5% for financial plan and discussion**  **10% for financial statements and projections**  **(1800 words)** | Financial plan missing or poorly presented and discussed. Loan amount not mentioned/poorly justified.  Historic financial results provided but not discussed.  Budgeted financial data missing or poorly presented.  Assumptions for financial forecasts not discussed.  Financial forecasts not linked to other sections of the business plan.  **(0-59 points)** | Financial plan provided but inadequate discussion and presentation. Loan amount mentioned with minimal discussion.  Historical financial results provided with minimal discussion.  Budgeted financial data provided with little discussion and/or poor or inadequate presentation.  Some assumptions for financial forecasts provided but inadequate linkage to historical data.  Financial forecasts not well linked to other sections of the business plan.  **(60-149 points)** | Complete financial plan presented with adequate discussion.  Loan amount adequately explained and justified.  Historical financial results provided and discussed.  Budgeted financial data provided with adequate discussion.  Sound presentation.  Assumptions for financial forecasts provided and discussed with some linkage to historical data.  Financial forecasts linked to most other sections of the business plan.  **(150-239 points)** | Complete financial plan presented with thorough discussion linked to loan application including justification of loan amount.  Historical financial results discussed in depth.  Budgeted financial data provided with thorough discussion.  High standard of presentation.  All assumptions for financial forecasts provided and discussed with well-developed linkages to historical data.  Financial forecasts integrate and reflect the other sections of the business plan.  **(240-300 points)** |
| **Executive Summary (1% = 20**  **points)**  **(200 words)** | No executive summary provided.  **(0 points)** | Minimal executive summary provided.  **(1-9 points)** | Adequate executive summary provided.  **(10-15 points)** | Thoughtful executive summary provided that succinctly summarises the objective and major points of the business plan.  **(16-20 points)** |
| **Total Points (600)**  **(4000 words)** |  |  |  |  |