

## Undergraduate Diploma in Business Administration: Intake October 2024

<b>Assessment Task:</b> Research project based the question below	
<b>Module:</b> <i>Research Project</i>	<b>Tuition Centre:</b> 21 Academy <b>Licence Number:</b> 2018-017
<b>Level:</b> MQF Level 5	<b>Student Name:</b>
<b>Date:</b>	<b>Student Number:</b>
<b>Assignment Deadline:</b> 12 September 2024	
<p><b>Research Question:</b></p> <p>Prepare a detailed Business and Financial Plan for a fictional start-up company. This plan will serve as a basis for presenting your ideas to both potential investors and financial institutions for funding opportunities.</p> <p>In this submission, you will demonstrate your ability to conduct thorough research, analyse data, and present a comprehensive plan that highlights the potential of your start-up.</p> <p>One crucial aspect of this project is to demonstrate how you arrived at the product or service your fictional company will offer. Provide evidence of your creative and innovative thinking in developing the concept.</p>	
<p><b>Important Notes</b></p> <p>The expected format:</p> <ul style="list-style-type: none"> <li>➤ Cover Page</li> <li>➤ Contents Page</li> <li>➤ Executive Summary</li> <li>➤ Company Overview</li> <li>➤ Market Analysis:</li> <li>➤ Product or Service Description</li> <li>➤ Marketing and Sales Strategy</li> <li>➤ Operational Plan</li> <li>➤ Financial Plan</li> <li>➤ Risks and Mitigation Strategies:</li> <li>➤ Conclusion</li> <li>➤ Reference List</li> <li>➤ Appendices</li> </ul> <p>Assignment Document Format:</p> <ul style="list-style-type: none"> <li>• Your assignment document should be structured using appropriate headings and subheadings.</li> <li>• Use a professional and consistent formatting style throughout the document. <ul style="list-style-type: none"> <li>• Text - Times New Roman, Size 12, 1.5 line spacing</li> </ul> </li> <li>• Ensure proper citation and referencing of any external sources used in your research - Harvard Style must be used.</li> </ul> <p>Word Count and Appendices:</p> <ul style="list-style-type: none"> <li>• The main body of your assignment should be approximately 7,000 words, excluding appendices.</li> <li>• Appendices can include supporting documents such as market research data, financial statements, and any additional materials that support your plan.</li> </ul>	
<b>Pass Mark - 50%</b>	<b>Total Project Weighting - 100%</b>
<b>By submitting I confirm that this assessment is my own work</b>	