

Undergraduate Diploma in Business Administration: Intake November 2023

Assessment Task: Research project based the question below	
Module: <i>Research Project</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 14 November 2024	
<p>Research Question:</p> <p>Prepare a comprehensive Business and Financial Plan for a fictional start-up company based in Malta, with the requirement that the product or service it offers is exclusively targeted at the Maltese market. This plan will serve as a foundation for presenting your business concept to potential investors and financial institutions in pursuit of funding opportunities.</p> <p>In your submission, you must exhibit a strong ability to conduct in-depth research, analyse relevant data, and present a well-rounded plan that underscores the potential of your start-up within the local market.</p> <p>A key component of this project is to demonstrate how you developed the product or service that your fictional company will offer. You should provide clear evidence of your creative and innovative thinking in conceptualising and designing the business offering.</p> <p>Note that the proposed concept must be approved prior to commencing work on the Business and Financial Plan.</p>	
<p>Important Notes</p> <p>The expected format:</p> <ul style="list-style-type: none"> ➤ Cover Page ➤ Contents Page ➤ Executive Summary ➤ Company Overview ➤ Market Analysis: ➤ Product or Service Description ➤ Marketing and Sales Strategy ➤ Operational Plan ➤ Financial Plan ➤ Risks and Mitigation Strategies: ➤ Conclusion ➤ Reference List ➤ Appendices <p>Assignment Document Format:</p> <ul style="list-style-type: none"> • Your assignment document should be structured using appropriate headings and subheadings. • Use a professional and consistent formatting style throughout the document. <ul style="list-style-type: none"> • Text - Times New Roman, Size 12, 1.5 line spacing • Ensure proper citation and referencing of any external sources used in your research - Harvard Style must be used. <p>Word Count and Appendices:</p> <ul style="list-style-type: none"> • The main body of your assignment should be approximately 7,000 words, excluding appendices. • Appendices can include supporting documents such as market research data, financial statements, and any additional materials that support your plan. 	

Pass Mark - 50%	Total Project Weighting - 100%
By submitting I confirm that this assessment is my own work	