

# Research Project

Tutorial Title: Tutorial 01

Lecturer: Angelito Sciberras

Date: 30 September 2024



Undergraduate Diploma in  
Business Administration

# Today's Session

- Project Question
- Important Information
- Understanding the Rubric
- Suggested Planning Order



# Project Question



# Project Question

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.

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.



# Project Question

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.





Undergraduate Diploma in  
Business Administration

# Important Information



# Expected Format

- 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





# Expected Format

- Your assignment document should be structured using appropriate headings and subheadings.
- Use a professional and consistent formatting style throughout the document.
  - 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.



# Expected Format

- 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.



# Submission Deadline

**Thursday, November 14, 2024 at 23:59 hrs.**





Undergraduate Diploma in  
Business Administration

# Understanding the Rubric



# Assessment

	5 marks	4 marks	3 marks	2 marks	1 mark	0 marks
<b>Cover Page</b>	Cover page is exceptionally well-designed, visually striking, professional, and includes all required information.	Cover page is visually appealing, professional, and includes all required information.	Cover page is well-designed and includes necessary information.	Cover page is included but lacks creativity or professionalism.	Cover page is incomplete or lacks essential information.	No cover page is included
<b>Appearance</b>	The document has outstanding formatting, is visually appealing, and demonstrates a high level of professionalism and attention to detail.	The document is well-formatted, visually appealing, and easy to read with appropriate use of headings, subheadings, and formatting elements.	The document has consistent formatting, is well-structured, and visually pleasing.	The document has consistent formatting, is well-structured, and visually pleasing.	The document has inconsistent formatting, and some sections may be challenging to read.	The document has a poor visual appearance, lacks formatting, and is difficult to read.
<b>Report Format</b>	The report has an exceptional structure, is exceptionally well-organised, and effectively presents information with clear, concise, and coherent sections, headings, and subheadings.	The report has a well-defined structure, is logically organised, and effectively presents information with clear sections, headings, and subheadings.	The report follows a clear structure and effectively presents information with appropriate use of sections, headings, and subheadings.	The report follows a basic structure, but some sections may lack coherence or clarity.	The report has some structural issues and may have inconsistent section headings or organisation.	The report lacks a clear structure, sections are disorganised, and content is poorly presented.
<b>Harvard Referencing Style</b>	Exceptional use of Harvard referencing style, demonstrating precise and consistent referencing throughout the document.	Accurate and consistent use of Harvard referencing style throughout the document with few or no errors or inconsistencies.	Consistent use of Harvard referencing style with only minor errors or inconsistencies.	Basic use of Harvard referencing style, but minor errors or inconsistencies may be present.	Some attempt at using Harvard referencing style, but significant errors or inconsistencies are present.	No or very limited use of Harvard referencing style.
<b>Word Count (7,000 words)</b>	The conclusion is exceptionally well-crafted, leaves a lasting impact, and effectively summarises all the key points of the business plan.	The conclusion effectively summarises all the key points of the business plan in a strong and convincing manner.	Word count falls within an acceptable range around the specified limit (+/- 100 words).	Word count deviates from the specified limit by a moderate margin.	Word count deviates from the specified limit by a large margin.	Word count significantly exceeds or falls short of the specified limit.

	26 to 30 marks	21 to 25 marks	16 to 20 marks	11 to 15 marks	5 to 10 marks	0 marks
<b>Creativity and Innovation</b>	The product or service demonstrates exceptional creativity and innovation, with highly original and groundbreaking elements.	The product or service exhibits a high level of creativity and innovation, showcasing many unique and original elements.	The product or service displays moderate creativity and innovation, incorporating several unique or original elements.	The product or service shows some degree of creativity and innovation, with a few unique or original elements.	The product or service demonstrates minimal creativity and innovation, with limited unique or original elements.	The product or service lacks creativity and innovation, showing no unique or original elements.

	5 marks	4 marks	3 marks	2 marks	1 mark	0 marks
<b>Executive Summary</b>	The executive summary is exceptionally well-written, engaging, and successfully captures the essence of the business plan, leaving a lasting impression.	The executive summary is well-written, concise, and effectively highlights the key points of the business plan.	The executive summary effectively summarises all the essential elements of the business plan, providing a clear and concise overview.	The executive summary provides a clear and concise overview of the business plan but may lack some key details.	The executive summary is somewhat clear but lacks conciseness and fails to effectively highlight key points.	The executive summary is missing or does not provide a clear and concise overview of the business plan.
<b>Company Overview</b>	The company overview is exceptionally well-written, provides a compelling description of the company, and effectively conveys its mission, vision, and key details.	The company overview provides a comprehensive and well-defined description of the company, its mission, vision, and key details.	The company overview provides a detailed description of the company, including its mission, vision, and key details.	The company overview provides some details about the company, including its mission, vision, and key details.	The company overview is somewhat descriptive but lacks clarity and may not provide a comprehensive understanding of the company.	The company overview is missing or lacks a description of the company's mission, vision, and key details.
<b>Market Analysis</b>	The market analysis is exceptionally well-researched, provides deep insights into the target market, industry trends, and competition, and demonstrates a thorough analysis.	The market analysis provides a comprehensive and insightful understanding of the target market, industry trends, and competition.	The market analysis demonstrates a good understanding of the target market, industry trends, and competition but may lack some critical insights.	The market analysis provides some insights into the target market, industry trends, and competition but lacks depth and critical analysis.	The market analysis is somewhat superficial and lacks in-depth research or fails to identify important industry trends and competitors.	The market analysis is missing or lacks a thorough understanding of the target market, industry trends, and competition.
<b>Product or Service Description</b>	The product or service description is exceptionally well-written, provides a captivating and detailed explanation of the product/service, and effectively highlights its unique features and benefits.	The product or service description is comprehensive, clearly explains the product/service, and effectively highlights its unique features and benefits.	The product or service description provides a clear explanation of the product/service and highlights some unique features and benefits.	The product or service description provides some explanation of the product/service and highlights a few unique features and benefits.	The product or service description is somewhat unclear or lacks detailed information about its unique features and benefits.	The product or service description is missing or lacks a clear explanation of the product/service and its unique features.
<b>Marketing and Sales Strategy</b>	The marketing and sales strategy is exceptionally well-developed, creative, and demonstrates a comprehensive and innovative plan for target market identification, customer acquisition, and retention.	The marketing and sales strategy is comprehensive, innovative, and demonstrates a clear plan for target market identification, customer acquisition, and retention.	The marketing and sales strategy includes a well-defined plan for target market identification, customer acquisition, and retention, but may have some gaps or lacks innovation.	The marketing and sales strategy provides some basic ideas for target market identification, customer acquisition, and retention but lacks depth and innovation.	The marketing and sales strategy is somewhat vague or lacks a comprehensive plan for target market identification, customer acquisition, and retention.	The marketing and sales strategy is missing or lacks a well-defined plan for target market identification, customer acquisition, and retention.
<b>Operational Plan</b>	The operational plan is exceptionally well-documented, demonstrates a sophisticated and efficient approach to the company's operations, and anticipates potential challenges.	The operational plan is comprehensive, detailed, and demonstrates a well-organised and efficient approach to the company's operations.	The operational plan provides a detailed outline of the company's operations, production, supply chain, facilities, and technology, but may have some minor gaps or lacks efficiency.	The operational plan provides some basic information about the company's operations, production, supply chain, facilities, or technology but lacks depth and organisation.	The operational plan is somewhat incomplete or lacks detailed information about the company's operations, production, supply chain, facilities, or technology.	The operational plan is missing or lacks a detailed outline of the company's operations, production, supply chain, facilities, or technology.
<b>Financial Plan</b>	The financial plan is exceptionally well-prepared, provides a comprehensive and realistic financial outlook, and demonstrates a deep understanding of financial projections and analysis.	The financial plan provides comprehensive and well-supported financial projections, including income statement, cash flow statement, balance sheet, and key financial ratios, with in-depth analysis and a realistic financial outlook.	The financial plan includes comprehensive financial projections, supported by reliable data and assumptions, but may have some minor inconsistencies or lacks in-depth analysis.	The financial plan includes some financial projections, but they lack detail, or the data and assumptions are not thoroughly explained.	The financial plan is somewhat incomplete or lacks detailed financial projections, or the projections are not supported by reliable data or assumptions.	The financial plan is missing or lacks comprehensive financial projections, including income statement, cash flow statement, balance sheet, and key financial ratios.
<b>Risks and Mitigation Strategies</b>	The risks and mitigation strategies section is exceptionally well-written, demonstrates a deep understanding of potential risks, and provides comprehensive and innovative mitigation.	The risks and mitigation strategies section comprehensively identifies potential risks and provides well-developed and realistic mitigation strategies.	The risks and mitigation strategies section identifies potential risks and provides some mitigation strategies, but may have some gaps or lacks a comprehensive approach.	The risks and mitigation strategies section identifies some potential risks but lacks detail or fails to provide robust mitigation strategies.	The risks and mitigation strategies section is somewhat incomplete or lacks a comprehensive identification of potential risks and corresponding mitigation strategies.	The risks and mitigation strategies section is missing or lacks identification of potential risks and corresponding mitigation strategies.
<b>Conclusion</b>	The conclusion is exceptionally well-crafted, leaves a lasting impact, and effectively summarises all the key points of the business plan.	The conclusion effectively summarises all the key points of the business plan in a strong and convincing manner.	The conclusion provides a satisfactory summary of the key points of the business plan, but may lack some clarity or impact.	The conclusion provides a brief summary of the key points of the business plan but lacks clarity or impact.	The conclusion is somewhat weak or fails to effectively summarise the key points of the business plan.	The conclusion is missing or lacks a strong and convincing summary of the key points of the business plan.

# Cover Page

Cover page is exceptionally well-designed, visually striking, professional, and includes all required information.





# Cover Page

- Visual Appeal
- Clean and Organised Layout
- Professional Design Elements
- Relevant Information
- Branding
- Attention to Detail



# Appearance

The document has outstanding formatting, is visually appealing, and demonstrates a high level of professionalism and attention to detail.



# Appearance

- Clear and Consistent Formatting
- Professional Typography
- Visual Elements
- Consistent Styling
- Attention to Detail
- Consistent and Clear Structure
- Appropriate Use of Colours and Graphics



# Report Format

The document has outstanding formatting, is visually appealing, and demonstrates a high level of professionalism and attention to detail.



# Report Format

- Clear and Logical Sections
- Well-Defined Headings and Subheadings
- Effective Use of Paragraphs and Bulleted Lists
- Logical Flow and Transitions
- Coherent and Cohesive Writing
- Appropriate Use of Visuals
- Effective Use of Appendices
- Easy-to-Navigate Table of Contents



# Referencing

The document has outstanding formatting, is visually appealing, and demonstrates a high level of professionalism and attention to detail.



# Referencing

- Correct In-Text Citations
- Accurate Reference List
- Consistent Formatting
- Proper Attribution
- Precise Source Identification



# Referencing

- Consistent and Accurate Citation Style
- Proper Handling of Multiple Authors
- Correct Referencing of Different Source Types
- Attention to Detail
- Cross-Verification





# Word Count

Word count is exactly on target, meeting the specified limit of 7,000 words. (+/- 5%)



# Word Count

- Meeting Specified Limit
- Tolerance of +/- 5%
- Exclusion of Cover Page
- Exclusion of In-text Citations
- Exclusion of Contents Page
- Exclusion of Appendices
- Focus on Business and Financial Plan Text
- Importance of Word Limit Compliance
- Proofreading and Editing



# Word Count

- Executive Summary: 5% - 10% (350 - 700 words)
- Company Overview: 5% - 10% (350 - 700 words)
- Market Analysis: 15% - 20% (1,050 - 1,400 words)
- Product or Service Description: 10% - 15% (700 - 1,050 words)
- Marketing and Sales Strategy: 10% - 15% (700 - 1,050 words)



# Word Count

- Operational Plan: 10% - 15% (700 - 1,050 words)
- Financial Plan: 15% - 20% (1,050 - 1,400 words)
- Risks and Mitigation Strategies: 10% - 15% (700 - 1,050 words)
- Conclusion: 5% - 10% (350 - 700 words)



# Creativity and Innovation

The product or service demonstrates exceptional creativity and innovation, with highly original and groundbreaking elements.



# Creativity and Innovation

- Unique Concept
- Creative Problem-Solving
- Unconventional Features
- Cutting-Edge Technology
- Disruptive Innovation
- Novel Design and Aesthetics
- Forward-Thinking Features
- Breakthrough Performance



# Further Assessments

- Executive Summary
- Company Overview
- Market Analysis
- Product or Service Description
- Marketing and Sales Strategy
- Operational Plan
- Financial Plan
- Risks and Mitigation Strategies
- Conclusion





Undergraduate Diploma in  
Business Administration



# Suggested Planning Order



# Get it Approved

The proposed concept must be approved prior to commencing work on the Business and Financial Plan.

Complete the provided research project proposal form and submit it via email to [info@advisory21.com.mt](mailto:info@advisory21.com.mt) by no later this **Friday 4 October at noon**



# Get it Approved

Company Name:	
Product/Service Name:	
Product/Service Description:  (250 words)	



# Get it Approved

<p>How did you come up with the product/service?</p> <p>(250 words)</p>	
---	--

# Suggested Planning Order

- Product or Service Description
- Market Analysis
- Operational Plan
- Marketing and Sales Strategy
- Financial Plan
- Risks and Mitigation Strategies
- Company Overview
- Conclusion
- Executive Summary



# Product or Service Description

- Thorough description of the product or service
- Features
- Benefits
- Unique selling points
- Any intellectual property or technological advantages
- Value proposition of your offering

Creativity and Innovation



# Product or Service Description

- Research Project Proposal Form
  - In course resource centre
  - To be received by email
- Company Name
- Product/Service Name
- Product/Service Description
- How did you come up with the product/service?

Submit: Friday 4 October



# Market Analysis

- Analyse the target market
- Industry trends
- Customer segments
- Competition
- Relevant Market Research

Appendices





# Operational Plan

- Operational processes
- Facilities
- Equipment
- Technology (Keep data privacy in mind)
- Human Resources

Business Model Canvas



# Marketing and Sales Strategy

- Target audience,
- Pricing strategy
- Distribution channels
- Promotional activities
- Sales forecasts

**Business Model Canvas**



# Financial Plan

- Income statements
- Balance sheets
- Funding requirements
- Financial assumptions
- Other funding opportunities
- 5 year plan

Appendices



# Risks and Mitigation Strategies

- Identify potential risks
  - Market volatility
  - Competition
  - Regulatory changes
  - Operational challenges
- Propose strategies to mitigate or manage them effectively.

Appendices



# Company Overview

- Mission
- Vision
- History
- Legal structure
- Ownership
- Key personnel



# Conclusion

- Reiterate the business's potential for success
- Leave the reader with a positive and confident impression.



# Executive Summary

- Reader can quickly grasp the main points and objectives of the business





Undergraduate Diploma in  
Business Administration



# Research Project

Tutorial Title: Tutorial 01



Lecturer: Angelito Sciberras

Date: 30 September 2024

Undergraduate Diploma in  
Business Administration