

Undergraduate Diploma in Business Administration: Intake April 2024

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:
Proposal Deadline: 14 February 2025	
Assignment Deadline: 3 April 2025	
<p>Research Question:</p> <p>Prepare a Strategic Business and Financial Plan for a fictional start-up company. This plan will serve as the foundation for pitching your business concept to both private investors and public funding programmes.</p> <p>In this submission, you are expected to showcase your ability to:</p> <ul style="list-style-type: none"> Conduct detailed research to identify market opportunities. Analyse relevant financial and operational data to build a realistic and sustainable business model. Present a comprehensive and compelling plan that demonstrates the potential for growth and success. <p>A vital component of this project is to clearly outline how you identified the need for the product or service your fictional company will offer. Provide robust evidence of your creative problem-solving and innovative thinking during the concept development process.</p> <p>Additionally, you are required to include a risk assessment and mitigation plan to address potential challenges your start-up may face.</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>	

- 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