



# BUSINESS PLAN

## Gr 9

Term 3  
Project  
2021



Learner Name: \_\_\_\_\_

Class: 9 \_\_\_\_\_ Date: \_\_\_\_\_

Mark obtained: \_\_\_\_\_  
50



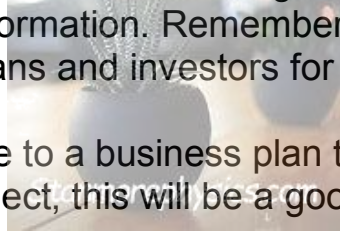
Feedback to learner: \_\_\_\_\_

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## Project

Decide on a business that you would like to start and draw up a Business Plan for this business on the following template. Make sure you fill in all the necessary information. Remember you will need this business plan to obtain loans and investors for your business.



Although there is much more to a business plan than what we will address in this project, this will be a good start!

Important: This is a project, and you can make use of your notes, textbook, handouts, and any other resources to guide you in completing the project



Write a short paragraph on the idea you have for your business, a few notes, suggestions, just to make you think and get you started. Just as an introduction.....

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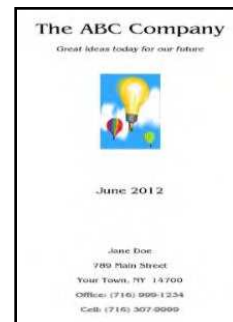
A faint, light-colored illustration of the Leaning Tower of Pisa, tilted to the right, positioned in the lower right corner of the page, partially overlapping the horizontal lines.

**COVER PAGE FOR YOUR BUSINESS PLAN: (8)**

*The cover page must look smart and professional.*

*The following must be on the cover page:*

- *The business names*
- *The entrepreneur's name*
- *The address of the entrepreneur or the business*
- *The telephone number of the business*
- *The slogan of the business*
- *The date it was completed*
- *The layout must be neat and well balanced (1 mark for each)*



**INDEX PAGE FOR YOUR BUSINESS PLAN: (5)**

**Table of Contents**

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|   | <b>5 marks</b>   | <b>3 – 4 marks</b>                                   | <b>1 – 2 marks</b>                                |
|---|--|--|---|
| <b>Components in business plan and Sub-components</b> | All components relevant to the business plan available as well as sub-component included | Only 3 components included with little subcomponents | Only one component with no subcomponents included |

**DESCRIPTION OF YOUR BUSINESS**

**[5]**

Name of Business: \_\_\_\_\_ (1)

|  |
|--|
| Explain your business idea (short description of business) |
|  |
|  |
|  |
|  |
| (2)  |

| What are your goals for the business? |                               |
|---------------------------------------|-------------------------------|
| Short term goals (2) (1year)          | Long term goals (2) (5 years) |
|                                       |                               |
|                                       |                               |
|                                       |                               |
| (2)                                   | (2)                           |

**MARKETING PLAN**

**[12]**

Give a full description of your target market and explain why.

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(2)

**Advertising strategy**

**(10)**

**One of your strategies will be making use of advertisements whether in the newspaper, flyers, etc. Design an advertisement for your business.**

*Make sure you have the:*

- |                                |   |
|--------------------------------|---|
| <i>Name of the business</i>    | <i>Name of the entrepreneur</i>   |
| <i>Address of the business</i> | <i>Telephone number</i>   |
| <i>Logo</i>                    | <i>Slogan</i>   |
| <i>Price</i>                   | <i>It should be clear from your advertisement what you are advertising.</i> |

**Remember the AIDA principle!**

**The following rubric will be used to assess your advertisement:**

| Assessing Criteria   | Learner's mark obtained  |   |  |           |
|--|--|---|--|-----------|
|  | Not achieved<br>0  | Partly achieved<br>1  | Outstanding performance<br>2   |           |
| Attracts attention by the effective use of colour, headings, pictures and layout | Attracts little/ no attention  | Attracts attention but has shortcomings   | Is colourful and attracts a lot of attention through the use of colour, headings and pictures. | Max = 2   |
| Originality and creativity   | Not original or interesting and neither text nor picture is relevant | Only text or picture is relevant Good work, but based on existing ideas or copied from other examples | Unique piece of work of extremely high quality. All text and pictures are effective            | Max = 2   |
| Elicits action from customer   | Neither text/ picture is relevant nor convincing                     | Re urges the customers to action  | The text/ picture convincingly urges the customers into action                                 | Max = 2   |
| Technical Quality<br>Lettering (size or legibility) Layout                       | No compliance with basic requirements, very little effort            | Work has shortcomings e.g. illegible or no clear layout   | Proof of pride and very hard work evident; impressive  | Max = 2   |
| Enough information given (where, when, prices, sizes, colours, etc.)             | Very little information given and/ or very confusing                 | Enough information given, without confusing the reader/ target market                                 | All relevant information given with clear understanding by reader/ target market               | Max = 2   |
|  |  |   |  | <b>10</b> |



## MANAGEMENT PLAN

### SWOT ANALYSIS

The SWOT analysis is a document to help you research your own business.

The internal factors relate to performance areas such as the staff, their training, the finances of the business, the product, the production, the marketing and organization abilities. The strengths and weaknesses must not contradict each other.

The external factors are situations that you have no control over. You must look at the environment outside of your control and decide if they will have a positive or a negative effect on your business.

List 2 possible factors under each heading based on your business idea:

| STRENGTHS (+) | WEAKNESSES (-) |
|---------------|----------------|
|               |                |
|               |                |
|               |                |
| (2)           | (2)            |

| OPPORTUNITIES (+) | THREATS (-) |
|-------------------|-------------|
|                   |             |
|                   |             |
|                   |             |
| (2)               | (2)         |



**FINANCIAL PLAN**

**[8]**

*You included the following Projected Profit and Loss for your business in for the first 3 months in the Business Plan, based on your business idea.*

Projected Profit and Loss of \_\_\_\_\_

| <b>Income</b>                 | <b>June</b>    | <b>July</b>  | <b>August</b> | <b>TOTAL</b>  |
|-------------------------------|----------------|--------------|---------------|---------------|
| Capital                       | 3 000          | -            | -             | 3 000         |
| Sales or Current Income       | 4 000          | 5 000        | 6 900         | 14 900        |
| Rent income                   | 1 000          | 1 000        | 1 000         | 3 000         |
| <b>Total Income</b>           | <b>8 000</b>   | <b>6 000</b> | <b>7 900</b>  | <b>21 900</b> |
| <b>Expenses</b>               |                |              |               |               |
| <b>Fixed:</b>                 |                |              |               |               |
| Rent expense                  | 1 200          | 1 200        | 1 200         | 3 600         |
| <b>Variable:</b>              |                |              |               |               |
| Material                      | 6 200          | 3 000        | 4 000         | 13 200        |
| Water and Electricity         | 1 300          | 700          | 600           | 2 600         |
| Telephone                     | 200            | 220          | 200           | 620           |
| Advertising                   | 150            | 200          | 250           | 600           |
| <b>Total Expenses</b>         | <b>9 050</b>   | <b>5 320</b> | <b>6 250</b>  | <b>20 620</b> |
| <b>Cash surplus / deficit</b> | <b>(1 050)</b> | <b>680</b>   | <b>1 650</b>  | <b>1 280</b>  |

**Answer the following questions based on the projected profit and loss statement.**

- a) In which months did you project you are going to make a profit? (2)

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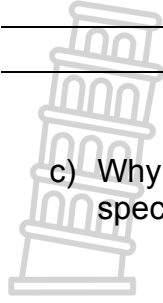


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b) In which month did you project will you make a loss? (1)

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c) Why do you think did the business will make a loss in the specific month? (1)

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d) In which month is the expenses the highest and why do you think that is? (2)

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e) Discuss 2 ways in which you can ensure higher profits. (2)

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**CONCLUSION** (2)

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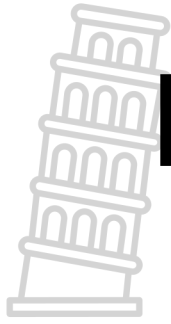
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**TOTAL: 50 MARKS**



# BUSINESS PLAN

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# Marking Guidelines



**LET'S START**

No marks allocated. This is for learner to just think about the business and write down a few ideas.

**COVER PAGE**

1. Business name appear 1 mark
2. Entrepreneurs name appear 1 mark
3. Address of business appear 1 mark
4. Telephone number of business/entrepreneur appear 1 mark
5. Logo of business appear 1 mark
6. Slogan for business appear 1 mark
7. Date of completion appear 1 mark
8. Layout is neat and balanced 1 mark [8]

**INDEX PAGE**

|   | <b>5 marks</b>   | <b>3 – 4 marks</b>                                   | <b>1 – 2 marks</b>                                |
|---|--|--|---|
| <b>Components in business plan and Sub-components</b> | All components relevant to the business plan available as well as sub-component included | Only 3 components included with little subcomponents | Only one component with no subcomponents included |

[5]

**DESCRIPTION OF BUSINESS**

- Name of business: 1 mark
- Business idea 2 marks
- Short term goals (mention 2) 2 marks
- Long term Goals (mention 2) 2 marks [7]

## MARKETING PLAN

Target market and reason:

2 marks

**Should be relevant to the business idea. Give learners the benefit if they can motivate why a specific group is their target market.**

## ADVERTISING STRATEGY

Advertisement

**Indicate marks on the rubric on learners' document**

| Assessing Criteria   | Learner's mark obtained  |   |  |         |
|--|--|---|--|---------|
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|  |  |   |  | 10      |

## SWOT ANALYSIS

Learners receive marks for the following (two marks per fact)



- Two correct strengths given (2)
- Two correct weaknesses given (2)
- Two correct opportunities given (2)
- Two correct threats given (2)

**Allocate marks on merit. It should be relevant to their business idea. It should clearly distinguish between internal and external, positive and negative.**

**For example: More competitors CAN'T be a weakness as it is external, something with no control, but it can be a THREAT.**

[8]

## FINANCIAL PLAN

- a) July<sup>√</sup> and August<sup>√</sup> (2)
- b) June<sup>√</sup> (1)
- c) - It is the first month and have many expenses<sup>√</sup>  
- Not many people know about the business and sales/services are not that high.  
(Any other relevant and logical answer for 1 mark) (1)
- d) June<sup>√</sup>  
Lots of expenses to get the business started. <sup>√</sup>  
Must buy equipment and material which are more than usual because of setting up the business.  
It is in the month the business start. Many expenses that are higher because of first time.  
(Month for 1 marks and any one reason/explanation that is logical and relevant for 1 mark) (2)
- e) – Increase your sales or current income. <sup>√</sup> (2)  
- Cut on expenses. <sup>√</sup>  
(Any other relevant and logical suggestion for 1 mark each) [8]



## CONCLUSION

[2]

Allocate 2 marks for learners' conclusion. It is a paragraph explaining why it will be successful, taking some of the points of the business plan together, re-iterating them

**TOTAL: 50 MARKS**