

Annual Review Requirements, Guidelines and Marking Criteria

The purpose of your Annual Review is to communicate the progress of your company and to show your learning. Whereas the Business Plan explained what you intended to happen to your company, the Annual Review explains how your company has actually done against the goals in your business plan. Include all the relevant information about your achievements and also show your understanding of why things did or did not work out as you had planned. Present the information in a professional manner. Your review can be enhanced through:

- Design and layout
- Colour
- Photos, graphs, branding
- Being concise and following an orderly sequence
- Not repeating information

Sponsors select their Excellence Award from the information in the Annual Review. If your company is targeting a particular award(s), make sure you include all the relevant information in your review so that you are highlighting your achievement in those areas.

The following guidelines are set out according to the marking criteria of the Annual Review. Professional presentation is important, but marking reflects the content and it is not necessary to have reviews professionally printed. While each section should be covered, the level of detail will be dictated by your company product, service and achievements. E.g.; if your product was produced in-house, and you worked with one distribution channel, you may have less detail than a company that had external suppliers and multiple distribution channels for their product. Bullet points are acceptable and sometimes better than wordy paragraphs. Combine explanations, bullet points and diagrams or pictures to best inform the reader within the page limit. Lastly plan to have your annual review finished well before the due date, so that someone can check for errors and sense.

Your Annual Review is due at Young Enterprise Trust by 5pm Thursday 22 September 2016

Submission will be online via our website – the link will be advertised throughout September to teachers and students.

Requirements:

Your YES Annual Review should include the following sections:

- Executive Summary one page only, no smaller than 10 font
- Company Review
- Financial Report
- The Executive summary, Company Review and Financial Report must not be more than 10 single sided pages in total, excluding a cover page, and not less than 10 pt. You may include pictures and graphs as long as these are included within the 10 page limit.

Annual Review Sections

1. Executive Summary

The executive summary captures the main points of your business, enabling the marker to get an overview of your company product/service and goals and major achievements for the year.

2. Company Review

There are 5 areas that you should cover in your company review section.

- Innovation
- Sustainability
- Marketing and Sales
- Human Resources
- Operations

In each section, comment on:

- **Achievements** – this is where you exhibit all the successes you've had this year. You can use photos, awards, media clips, screen shots, emails, graphs etc. to enhance this section.
- **Reflection** – this is where you explain what worked well and was of benefit to the business, and what didn't work well and how it impacted on the business. Good business practice is taking action to ensure that your business is viable and sometimes this means you may not reach your initial business goals or targets. A business plan is a 'best guess' and will often change – the actions you take as company directors are the important things to report on.

Some more info to help with each section

1. Innovation

In this section highlight and reflect upon the ways in which your product/service is innovative and/or the ways in which your processes and business practises are innovative. Innovation could be demonstrated through your unique selling point, marketing, social media, communication methods, motivation practices, sources of funding etc.

2. Sustainability

Highlight and reflect upon the ways in which your product, processes and business practices have demonstrated any economic, social, environmental or cultural (ethical) goals. These elements make up the "quadruple bottom line" and this is one way that companies can set goals and measure their performance.

3. Marketing and Sales

Highlight and reflect on your company achievements with respect to your marketing and sales. This may include commenting on your target market, marketing mix and sales. Refer to your plans to ensure you have sufficient coverage of your marketing and sales planning. Examples may include methods of distribution, product launch, media coverage, digital marketing, celebrity endorsement etc. What marketing has worked well for you?

4. Human Resources

Highlight and reflect on how your team performed? Did your organisational planning work? Did directors perform effectively? Was internal communication successful? How was the relationship with your external stakeholders managed?

5. Operations

Highlight and reflect how well your business operated during the planning and carry out stages of your business activity. You may choose to comment on managing timelines and action plans, securing and managing supplier relationships, production process, quality, health and safety, training and any specific code of conduct required for your activity.

3. **Financial Report**

- Income Statement (actual vs budgeted)
- Cashflow Statement (actual vs budgeted)
- Gross Profit and Net Profit percentages (actual vs budgeted)
- Return on Investment analysis

*Give a brief explanation of each of the above.

Edit and Check for typos and presentation – good luck 😊

Marking Criteria - Company Review

1. Innovation (this should include reference to innovative product, processes and business practices)							
Company achievements	2	4	6	8	10	20	
Company reflection	2	4	6	8	10		
2. Sustainability (this should include reference to all four elements of the quadruple bottom line)							
Company achievements	1	2	3	4	5	10	
Company reflection	1	2	3	4	5		
3. Marketing and Sales (this <u>could</u> include reference to the target market, marketing mix and sales)							
Company achievements	2	4	6	8	10	20	
Company reflection	2	4	6	8	10		
4. Human Resources (this <u>could</u> include reference to team work, leadership, motivation, communication)							
Company achievements	1	2	3	4	5	10	
Company reflection	1	2	3	4	5		
5. Operations (this <u>could</u> include reference to suppliers, production process, intellectual property, quality control)							
Company achievements	1	2	3	4	5	10	
Company reflection	1	2	3	4	5		
TOTAL						70	

Financial Report

1. Income Statement (actual vs. budgeted)							
Actual and budgeted results presented	1	2	3	4	5	10	
Explanation of variance (difference)	1	2	3	4	5		
2. Cash flow Statement (actual vs. budgeted)							
Actual and budgeted results presented	1	2	3	4	5	10	
Explanation of variance (difference)	1	2	3	4	5		
3. Gross Profit and Net Profit percentages (actual vs. budgeted)							
Calculation and analysis	1	2	3	4	5	5	
4. Return on Investment							
Calculation and analysis	1	2	3	4	5	5	
TOTAL						30	
OVERALL MARK						100	
COMMENTS							