

YES - Business Plan

Marking Schedule

Executive Summary							
1.1	Business Idea	0	1	2	3	4	Max. 12 marks
1.2	Vision and Mission	0	1	2	3	4	
1.3	Overview of Business	0	1	2	3	4	
Introduction and Goals							
2.1	Product/Service Description	0	1	2	3	4	Max 12 marks
2.2	Goals	0	1	2	3	4	
2.3	Advantages	0	1	2	3	4	
Market Analysis							
3.1	Research Methods	0	1	2	3	4	Max 24 marks
3.2	Results of Research (SWOT)	0	1	2	3	4	
3.3	Target Market	0	1	2	3	4	
3.4	Product, Place and Price	0	1	2	3	4	
3.5	Promotion	0	1	2	3	4	
3.6	Competitor Comparison	0	1	2	3	4	
People							
4.1	Ownership & Organisation Structure	0	1	2	3	4	Max. 16 marks
4.2	Directors profile and skills	0	1	2	3	4	
4.3	Internal Communications	0	1	2	3	4	
4.4	External Communications	0	1	2	3	4	
Financial Forecasts							
5.1	Cash Flow Forecast	0	1	2	3	4	Max. 16 marks
5.2	Break even analysis	0	1	2	3	4	
5.3	Projected Statement(s) of Financial Performance	0	1	2	3	4	
5.4	Financial controls	0	1	2	3	4	
Operations							
6.1	Production Process with timeline	0	1	2	3	4	Max. 12 marks
6.2	Sourcing and Quality standards	0	1	2	3	4	
6.3	Environmental Analysis (Health & Safety)						
Editing							
7.1	Language and grammar	0	1	2	3	4	Max 8 marks
7.2	Presentation	0	1	2	3	4	
TOTAL:							Max.100 marks