

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 Monday the 2nd of October 2017

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