**ACC3011 Financial Strategy**

**October 2017-May 2018**

**Assignment One- Business Plan-40% weighting**

**This is to be submitted onto Nile on the Friday 14th December 2017.**

**Learning outcome:**

b. To be familiar with the principles and requirements of financial strategy in an international corporate context.

**Specific Skills**

a. Demonstrate a comprehensible understanding of the corporate planning process

b. Describe the role of the manager/accountant in the formulation of strategy

c. Assess the financial implications of strategic decisions

d. Confidently apply own judgement to the consideration of practical events present formally to members of the learning group and engage effectively in debate.

This will be a **business plan** based on an opportunity of the student’s own choice. It may be for a business plan that you wish to put into effect on graduation or within a year or so of graduation. The emphasis is on a realistic plan.

You may need to secure your funding to help grow your business. Also you might want to show potential investors why your product or service will be successful with a business plan.

Your assignment should have the following:

1. A clear description of the product or service you plan to offer
2. Detailed information about the investment you are seeking to secure and how the loan will be used.
3. What is the percentage return of your investment?
4. A realistic timeline for the repayment of the loan.
5. An interpretation of your financial performance of the investment, show the financial statements projected for your investment.
6. The business plan should take account of operations, sales, marketing, legal, regulatory and financial issues.
7. Who are the customers you will be targeting in order for your business to grow?
8. What are the methods you plan on using to promote your product or services?
9. Who are the main competitors in the target market?
10. A well-researched and need to demonstrate the thoroughness of their investigation into the opportunity, and viability of the business plan.
11. An introduction, a critically discuss of the merit of the plan from the UK investor’s prospective and a conclusion on the viability of your business.
12. Specifically the business plan will be assessed for its viability, credibility, and quality of supporting evidence and accuracy of financial forecasts.
13. References and Bibliography- missing penalty is three grade points minimum (see module guide for further details)
14. Front sheet missing-penalty one grade point
15. It is 2000 word count assignment, Word count missing or inaccurate-penalty one grade point

**Submission of work**

Submit a copy on Nile. It is essential that you make backup copies of your work and keep electronic copies of the assignment for yourself and also keep your electronic receipt when submit on Nile.

**Grading of this Assignment**

You will be graded in accordance with the grading criteria given in the Study Guide. Skills which will form part of the assessment are:

 Learning skills

 Analytical skills

 Problem solving skills

 Communication skills

 Time management skills

**Good Luck !**

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**ACC3011 AS1 Business Plan Assignment Rubrics**

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| **Criteria****Grade / %** | **A - Excellent****70-100** | **B – very Good****60-69** | **C - Good****50-59** | **D- Satisfactory****40-49** | **F- Fail****0-39** | **G****No Submission** |
| **Introduction:**  | Exceptional. The introduction of the company name and a clear description about the product or service you plan to offer. Identifying the potential customers who needs the product or service.This session should be only 300 words and precise. | Very Good. The introduction is clear and demonstrates a sound and above average level of understanding of concepts. There is good level of underlying of the topic. | Good: The introduction is relevant and illustrates an attempt to address the topic | Satisfactory. The introduction shows some information about the question and topic but fully clear. | A poor introduction to the topic.  | Nothing presented, or work containing nothing of merit. |
| Company’s mission statement and its impact to stakeholders and the Business strategy of the company. | Exceptional: Excellent knowledge, interpretation and application of on formulation of the company’s mission statement and its impact on 3 important stakeholders. The business plan should take account of operations, sales, marketing, legal, regulatory and financial issues.A well-researched and clear demonstration of knowledge with diagram of the company’s business strategy. Work of distinguished quality, which is based on extensive research and/or strong technical and creative competence.  | Very Good. Knowledge, interpretation and application of on formulation of the company’s mission statement and its impact on 3 important stakeholders. The business plan should take account of operations, sales, marketing, legal, regulatory and financial issues. A clear demonstration of knowledge with diagram of the company’s business strategy. Work of very good quality which is based on extensive research and/or strong technical and creative competence. | Good: Has produced a sound knowledge, interpretation and application on the formulation of the company’s mission statement and its impact on 3 important stakeholders. The business plan should take account of operations, sales, marketing, legal, regulatory and financial issues.Has good demonstration of knowledge with diagram of the company’s business strategy. Work of good quality which is based on extensive research and/or strong technical and creative competence.

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 | Satisfactory: Has produced some a sound knowledge, interpretation and application on the formulation of the company’s mission statement and its impact on 3 important stakeholders.The business plan should take account of operations, sales, marketing, legal, regulatory and financial issues.Has a satisfactory demonstration of knowledge with diagram of the company’s business strategy. Work of good quality which is based on extensive research and/or strong technical and creative competence | Fail: Work which indicates evidence of engagement with the subject material and learning process, but which is, e.g., essentially misinterpreted, misdirected, misunderstood or poorly organised and sketchy or otherwise just failing to meet threshold standards at the level concerned. | Section incomplete or is of unacceptable standard |
| Providing Financial Statements, and critically analysing the performance.-breakeven analysing should be provided -the start-up cost -funding for the project,  | An excellent and well-researched with references and produce an accurate start-up cost, Break-even analysis. Have researched on 3 banks best interest rate and provide calculation and commentary on the return and timeline of the loan A well-structured and accurate financial statements and a critically analysing the performance of the company using 3 ratio analysis  | A very good and well-researched with references and produce an accurate start-up cost Have researched on 3 banks best interest rate and provide calculation and commentary on the return and timeline of the loan A well-structured and accurate financial statements and a critically analysing the performance of the company using 3 ratio analysis. But there some minor errors in calculations.  | Good: Adequate researched with references and produce an accurate start-up cost Have researched on 3 banks best interest rate and provide calculation and commentary on the return and timeline of the loan Some errors in format of the statement and errors on the financial statements and a minimum analysing of the performance of the company using 3 ratio analysis. But there some minor errors in calculations | Satisfactory: Basic understanding of the significance of the research and a reasonably effective interpretation and application of the methodology. Limited knowledge of previous methods used in previous studies, however, lack of discussions, critique and justification. No identification of areas for further research development. | Fail: Insufficient understanding of the significance of the research and a reasonably effective interpretation and application of the methodology. No examples and lack of discussion, justification and critique of previous methods.  | Does not discuss a methodology for collection of data |
| Conclusion | An Excellent, critically discussed of the merit of the business plan from the UK investor’s prospective and a conclusion on the viability of your business.Specifically the business plan will be assessed for its viability, credibility, and quality of supporting evidence and accuracy of financial forecasts | A very good, critically discussed of the merit of the business plan from UK investor’s prospective and a conclusion on the viability of your business. Specifically the business plan will be assessed for its viability, credibility, and quality of supporting evidence and accuracy of financial forecasts | A good discussed of the merit of the business plan from UK investor’s prospective and a conclusion on the viability of your business. Specifically the business plan will be assessed for its viability, credibility, and quality of supporting evidence and accuracy of financial forecasts. | Has satisfactorily discussed of the merit of the business plan from UK investor’s prospective and a conclusion on the viability of your business. Specifically the business plan will be assessed for its viability, less information on the credibility, and quality of supporting evidence and some errors on the accuracy of financial forecasts. | Has fail due to no discussed of the merit of the business plan from UK investor’s prospective and a conclusion on the viability of your business. There is less evidence of the business plan which should assessed for its viability, less information on the credibility, and quality of supporting evidence and poor information on the financial forecasts. | Has no discussion on the business plan. |
| Presentation, Referencing and Timetabling | Exceptional. Well written, with standard spelling and grammar, in a readable style with acceptable formatting, use of English, tables and diagrams. Comprehensive citation, correct referencing and reference list. Excellent use of Harvard referencing. | Very good.Competently presented, with minor lapses from standard spelling and grammar, with acceptable format. Uses a variety of literature that includes some recent texts and/or appropriate literature, though not necessarily including substantive amount journals. Competent use of source material. Citation and Harvard referencing is well presented.  | Good. A simple basic style but with significant deficiencies in expression or presentation that pose obstacles for reader. Some up-to-date and/or appropriate literature used. Goes beyond the material tutor has provided. Limited use of sources to support a point. Citation and referencing is clear throughout  | Satisfactory: Deficiencies in presentation; standard spelling, grammar, formatting, tables and diagrams. Incomprehensive citation, poor referencing and reference list. Harvard referencing is good in some parts.  | Fail: Deficiencies in presentations, Incorrect referencing, grammar, spelling and citation. Dependency on material provided by the tutor, websites and non-academic sources. No timetable. | Section is incomplete or is of unacceptable standard. |