

NCEF
 BSc 2011 2012
 Module 9
 Final Project / Business Plan
 12 Credit Module






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At the end of this session students will be able to

- Understand the process and submission date requirements
- Clearly identify requirements of Final Project / Business Plan
- Identify content and link sections of Project to Mod1-8 of BSc





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Process

- Dec 1st 2015 :
 - Business outline proposal
[idea to paper template.doc](#)
- Dec 10th 2015:
 - Provisional Acceptance notification
- Jan 12th 2016 :
 - Detailed 2 page proposal (5%)
- Feb 2nd 2016 : Assignment of Supervisors
- **FINAL SUBMISSION DATE ;**
 - **5TH JULY 2016** [Main Project Outline Content and Guidelines.doc](#)





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What to expect from supervisor





1 Meetings (2)
 2 Liaise email / phone
 3 Feedback within one week of section submission
 4 Supervisor there for guidance




Final Project / Business Plan [FYP Adam Jones.pdf](#)





1 Table of Contents
 2 Executive Summary
 3 General Company Description
 4 Products and Services
 5 Marketing Plan
 6 Operational Plan
 7 Start UP Expenses and Capitalisation
 8 Financial Plan
 9 Appendices




2
 Executive Summary
 5%








- Write this section last
- Max two pages
- Overview of product/service/plan
- Clear , concise, professional
- Cutting edge
- [FYP Adam Jones.pdf](#)




3
General Company Description
15%

1. Mission Statement
2. Vision
3. Goals
4. Objectives
5. Type of Company
6. Appropriate to Plan
7. [FYP Stephen Tabb.pdf](#)

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4
Products and Services
10%

– Clear Description
– Identify Competitiveness
– Unique Features
– Quality
– Pricing
– [FYP Adam Jones.pdf](#)





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5
Marketing Plan
25%

- Market research
- Target market
- Barriers to entry
- Customer profile
- Competitive Analysis
- PR & Marketing Plan
- Pricing
- Location
- Sales Projections
- [FYP Adam Jones.pdf](#)





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6
Operational Plan
15%

- Provision of services
- Quality Control
- H&S facilities
- Legalities
- HR Management (Team of 7-10)
- [FYP Stephen Tabb.pdf](#)







7
Start up Expenses and
Capitalisation
10%

- Accurate
- Complete
- Plan B / What if
- Supporting Documents







8
Financial Plan
10%

- Income and Expenditure (2 years)
- Clarity and Explanations of assumptions
- Supporting workings
- Cash Flow (1 year)







9
Appendices
5%

- Quality
- Appropriate
- Complete
- Accurate
- Current
- Referenced
- [FYP Adam Jones.pdf](#)



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Conclusion

- Plan
- Preparation
- Prioritise
- Communicate
- Support
- Succeed



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Don't try to think
Outside the Box

Understand
that there
is no Box



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