

Assignment 3: Business Plan – Part 1

Length: 20 – 30 Pages (does not include the cover page and reference page(s))*
*Some students find that it takes more pages to complete this assignment
Due: Week 4 Sunday Midnight (PST)
Post: Week 4 Assignments Folder
Points:

It is critical that as you write the Business Plan to incorporate citations from the text books used in the BBA program. Do not copy and paste from your (or others) assignments from previous classes (that is an Academic Integrity Violation). But do apply and cite the concepts from what you have learned.

In this assignment you are to review your Outline (Assignment 2) and then fill in and actually write the first half of the Business Plan. You will combine this with the second half of the Business Plan (due Week 6) and then after incorporating instructor feedback you will combine the first half of the Business Plan with the second half of the Business Plan for your final Signature Assignment for this class.

SWOT

Also, please remember an important part of this assignment is to prepare your preliminary SWOT. It is best to have your SWOT in two forms. The first is a visual display using the SmartArt in Word (Insert > SmartArt). See the SSWOT Analysis handout in Week 2 Documents and Resources for more information and an example. In addition, check out this link for more information on SWOT: http://www.mindtools.com/pages/article/newTMC_05.htm.

Note: Your SWOT analysis will be included in your Business Plan – Part 1 Assignment (Week 4); however, it is important to do a preliminary SWOT analysis now before you develop the mission and vision of your company. Prepare words that explain each section of the SWOT and link those to the data you are gathering this week in your Literature Review. Remember, the SWOT is an analysis of internal and external factors that will affect your new business. The SWOT will continue to develop throughout the course and will require updating and you complete Part 2 of the Business Plan.

For this assignment, prepare and write out the following sections of your proposed business. Use APA and follow APA guidelines for your headings. Each section is to have primary source data and you should cite the textbook at least three (3) times in this section. Remember to alphabetize all of your sources for this paper and list them in a reference section at the end.

It is recommended that you only use short citations, up to fifteen words. Trying to fill up your paper with long citations of five to ten lines long is never appropriate in a Business Plan. If you quote more than 40 words, follow APA guidelines in doing so: <https://owl.english.purdue.edu/owl/resource/560/02/>.

Also remember the “voice” of a Business Plan is never to write that something “must” or “should” be done. The Business Plan “voice” is to recommend or provide options and opportunities. Also avoid using any pronouns (we, us, they, them, etc.) as they are always confusing and should be completely avoided in a Business Plan.

For this paper have at least six (6) pages* for each major section (like Industry Analysis or Management Plan) and five or six paragraphs for each subsequent smaller section (like the history of the industry). Furthermore, a paragraph is usually about a third of a page and is never just one sentence: <https://owl.english.purdue.edu/owl/resource/606/02/>. Each major section should have a minimum of two to three citations (not quotes), many will have twice that amount. It is never allowed to have a single sentence paragraph.

Remember you will write the Executive Summary (Abstract) within the second half of the Business Plan (not now) as you cannot write the abstract until the entire paper is researched, data is analyzed and written.

1. Executive Summary

You included this section in the Outline – but you will not be able to finish writing this section until you have completed all of the research and formulated all of the other sections. So you do not need to include the Executive Summary at this time, but remember it is a critical part of the Business Plan (also see Assignment 2 instructions).

It is good for you to know that: The purpose of an Executive Summary is to write a brief description of your plan that allows the reader to gain the essence of the entire plan in less than two pages. It is intended to give a busy executive the key information and lead the reader to the sections that will answer the executive’s primary questions. It is not an introduction to the plan, as you may have written in typical papers. This Executive Summary, although positioned first in the project, should actually be written last. That way you know what you are summarizing. Writing it earlier will cause it to tend towards a traditional introduction. The elements of an Executive Summary are:

- Usually starts with “There is a need” back up with data. This includes a description of the unsatisfied need that creates the business opportunity/innovation
- Purpose of the plan (attract investors, bring a new innovation to a specific and identified and cited market, etc.)
- Introduction to market opportunity – what is the innovation, what is the industry, what is the value that it brings
- Brief description of the connection to (not of) the Fortune 500 company

2. Mission and Vision Statement & Innovation Description

The Mission and Vision should be carefully crafted. You should see evidence of how operational, financial, management, and marketing plans are executed in the light of the innovation’s mission and vision. You are writing about the innovation not about the Fortune 500 company and yet you have to show the connections.

3. Company Description (proposed new organization)

- Type of business and Legal Structure (e.g., LLC, sole proprietorship)
- Distinctive Core Competencies, overview of the demographics, location, and financial viability

In this section you will also show (but not repeat) the connection between your innovation and the Fortune 500 company, but you are not writing an Outline about the Fortune 500 company

4. Industry Analysis and Trends (state of the industry, market research, barriers to entry, identifying competitors, identifying market niche, expert advice, competitive analysis, strategic positioning), all with cited data from academic and business sources.

- The history of the industry
- Size of the industry
- Industry evolution
- The trend--where the industry is expected to be in five to ten years
- The key players in the industry (those who do something like this well and those who do not).
- Perform a competitive advantage analysis.
- Barriers and challenges to entering the market
- Environmental Scan

Significant factors in the macro environment:

Clear statement of the opportunities and threats through SWOT analysis. The SWOT connects to the research and results in data driven decision making. Other issues include but are not limited to:

- Copyrights, Patents, and Intellectual Property Rights
- Research and Development Activities
- Failures in the industry
- Opportunities
- Changes in the market

Products and services

Detailed Product/Service Description

- Product Life Cycle
- Copyrights, Patents, and Intellectual Property Rights
- Research and Development Activities

5. Strategic Positioning, Strategic Intent (Measurable Goals)

Competition strengths and weaknesses (using SWOT, AAA, and other matrices)

6. Product / Service (define product or service, what makes the product worthwhile, liability concerns, expert advice)

- How does the position in the Product Life Cycle affect this Business Plan?
- How does the position in the Industry Life Cycle affect this Business Plan?

7. Management Plan (hiring projections, board of directors or advisors, outside

professionals, licenses, expert advice)

Management and Ownership

- Board of directors and rationale for members
- Management staff structure - Organizational chart
- Key managers
- Plans to attract, develop, and retain key personnel
- Future additions to the current management team
- Compensation and reward plans (based upon Indeed.com data)
- Training and motivation plan (financial and otherwise)
- Insurance plans and costs
- Government rules and regulations that might apply
- Answer Drucker's Five Questions at it relates to your business
<http://www.inc.com/peter-economy/5-essential-questions-entrepreneurs.html>

8. Marketing Plan (defining the product, defining the customers, selling prices, market placing/segmentation, promotion, follow-up plan, and expert advice). Use <http://www.fedstats.gov/> for more information

- What is the competitive advantage that this business will create?
- Major characteristics of the target market (what does the customer look like?)
- What is the demand of this target market?
- Nature of the competition?
- What are total sales to this market in geographic area?
- What are total sales expected in five years? In ten years?
- What percentage of this demand does this business expect to capture?
- What are the four P's?
- Overall marketing strategy
- Specific marketing mix
- Strengths and weaknesses in ability to satisfy target market needs
- Communication plan internally and externally
- Channels of distribution
- Sales strategy (Customer Relationship Management Program)
- Product and service cost

Below is the Rubric that will be used to grade this assignment:

Evaluation Criteria for First Half of the Business Plan				
<i>Paper Elements</i>	Exemplary 60	Proficient 50	Developing 42	Emerging 25
Mission and Vision/Industry analysis and strategic positioning with a precise	12 Clearly and creatively describes the mission and vision of the innovation with a	10 Clearly describes the mission and vision of the innovation with a clear	8 Describes the mission and vision of the innovation with a brief innovation	5 Somewhat describes the mission and vision of the innovation with an innovation

overview of the organization.	clear innovation description. Also explains the industry analysis and strategic positioning	innovation description. Explains the industry analysis and strategic positioning.	description. Provides some detail on the industry analysis and strategic positioning.	description. Gives little detail on the industry analysis and the strategic positioning is not based upon research or the textbook.
Management Plan	12 Clearly and creatively describes the management plan. Gives a clear picture of specifically how the business will be owned and managed.	10 Defines and describes the management plan. Gives a clear picture of how the business will be owned and managed.	8 Has some confusing information on leadership that does not correlate to management. Somewhat provides information on how the business will be owned and managed.	5 Confuses management and leadership does not provide a clear picture of how the business will be owned and managed.
Marketing Plan	12 Clearly and concisely defines all of the components of a marketing plan and covers all sections outlined above in the Handout. Effectively integrates research for the chosen innovation and also provides scholarly sources All data is supported by current business and academic sources with citations.	10 Clearly defines all of the components of a marketing plan based upon the sections above. Integrates research for the chosen innovation and also provides scholarly sources. All data is supported by current business and academic sources with citations.	9 Somewhat defines all of the components of a marketing plan based upon the sections above. Does not completely integrate research for the chosen innovation and provides some scholarly sources Most data is supported by current business and academic sources with citations.	5 Somewhat defines all of the components of a marketing plan however is missing data to apply all of the sections above. Does not completely integrate research for the chosen innovation. Some data is supported by current business and academic sources with citations, however the

				paper wanders into opinions.
Critical Analysis	12 Consistently employs critical analysis to research and analyze the issue and effectively synthesizes data to draw strong conclusions and value for the new business.	10 Often employs critical analysis to research and analyze the issue; synthesizes data to draw reasonable conclusions, and shows value for the new business.	9 Somewhat employs critical analysis to research and analyze the issue; somewhat analyzes the data to draw conclusions, and shows only some value for the new organization.	5 Limited use of critical analysis to research and analyze the issue; limited, if any, analysis or synthesis of data to draw conclusions that show little or no value for the new organization.
Writing Mechanics	12 The paper is logical and well-written; spelling, grammar, and punctuation are accurate. Paper is the required length and includes correctly prepared title page, abstract, TOC, and Reference Page. The paper is 100% for APA.	10 The paper is logical and well-written but with minor errors in APA, spelling, grammar and/or punctuation.	8 The paper is somewhat logical and well-written; some errors in APA, spelling, grammar and/or punctuation.	5 The paper lacks clarity and may be confusing with numerous errors in spelling, grammar and/or punctuation or may be too short to cover all of the components.