Name:

Student Mark Sheet: Business Studies 91384 Carry out, with consultation, an innovative and sustainable business activity.

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| Evidence for Achievement  | Evidence for Merit | Evidence for Excellence |
| The student will need to: * state a Māori business concept(s) where relevant to the business activity
* state business knowledge relevant to the business activity;
* prepare a business plan
* business goals
* fully explain the production of a good or service and its features
* the company innovation
* the company sustainability
* the company vision and mission
* SMART objectives and measurable innovation and sustainable outcomes (quadruple bottom line)
* marketing strategy
* caries out primary and secondary market research
* analyse market research results
* identify and describe the target market and how the product / services meets the needs of this market
* Competitor analysis (PMI)
* Marketing mix based on market research results (4 P’s)
* Sales forecast
* Prepare a SWOT analysis
* human resources overview
* organisational chart for company
* organisational culture (link to values)
* skills, roles and responsibilities of group members
* communicating with internal stakeholders
* communicating with external stakeholders
* financial plans
* sources of finance
* cash flow forecast
* breakeven analysis
* budgeted income statement
* budgeted gross profit and net profit percentages
* return on investment
* internal controls
* operations plans
* business activity timeline
* production processes
* resource requirements
* training of staff
* quality control
* health and safety
* present a professional business pitch
* annotate the business plan to show the contribution made by each of the participants
* student has played an active role in carrying out the business activity.
* engages in consultation with specialist advisors in relation to innovative, sustainable and ethical aspects of the business activity
* evaluates the performance of the business activity in relation to desired economic, social, cultural (including ethical), and environmental outcomes using the quadruple bottom line tool.
 | The student will need to:* include a Māori business concept(s) where relevant to the business activity to support explanations
* include business knowledge relevant to the business activity to support explanations
* prepare a sound business plan
* present a sound and professional business pitch
* soundly evaluates the performance of the business activity in relation to desired economic, social, cultural (including ethical), and environmental outcomes using the quadruple bottom line tool.
 | The student will need to:* integrating a Māori business concept(s) where relevant to the business activity to fully support explanations
* integrating business knowledge relevant to the business activity to fully support explanations
* prepare a thorough business plan
* present a thorough and professional business pitch
* evaluates business formation
* evaluates business functions
* evaluates people involved in the business
* evaluates management and
* evaluates business environment
* engages in consultation with specialist advisors in relation to innovative, sustainable and ethical aspects of the business activity
* thoroughly evaluates the performance of the business activity in relation to desired economic, social, cultural (including ethical), and environmental outcomes using the quadruple bottom line tool.
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