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. |