

Market Day Business Plan Marking

		At	Above	Beyond
1 Introduction				
Name, logo	Business name, logo & slogan are provided & briefly described			
Business & product	The business and its product(s) are briefly described			
Mission & Goals	Business mission, goals & brief business plan summary provided			
2 Market Research				
SWOT analysis	At least two relevant items for each of S, W, O, T are identified			
Primary research	How research was performed is described, with evidence			
Research Highlights	Research results & trends are explained, with graphs.			
Research evaluation	Research data are analysed & conclusions made eg price that target market will pay. Validity & relevance of research method & data are evaluated. Links to actions resulting from the research.			
3 Marketing Mix				
Product	Reasons for, & consequences (+ or -) of, the product's features / packaging are explained. Links to research or target market made			
Price	Reasons for the chosen price are explained. Links to research / target market / goals are made.			
Place	How goods move from provider to consumer is described. Reasons for the chosen place or distribution channel are explained & justified, eg located near electricity / shelter.			
Promotion	Methods of promotion used are explained & justified. Links to research / target market / goals are made.			
4 People				
Organisation Chart	An organisation chart describes each group member's role/responsibility			
5 Finance				
Sources of finance	How the business will be funded is described, eg what each person will contribute to running costs			
Budget	Budgeted Income & Expenditure is provided & briefly explained			
6 Operations				
Operations	Business operations are described & explained, including production process & cash handling procedures			
Health & Safety	Health & Safety issues faced and hygiene processes used in preparing & serving food are described.			

Grade allocation

Working At	Working Above	Working Beyond
Any 8 at 'At' level; (At least 1 from each of 6 sections)	Any 11 at 'At' level; (At least 1 from each of 6 sections) Any 4 at 'Above' level; (From at least 2 of 6 sections)	Any 12 at 'At' level; (At least 1 from each of 6 sections) Any 5 at 'Above' level; (From at least 2 of 6 sections) Any 2 at 'Beyond' level; (From 2 sections)