



**COLLEGE OF BUSINESS AND ECONOMICS  
JOHANNESBURG BUSINESS SCHOOL  
DEPARTMENT OF BUSINESS MANAGEMENT  
FINAL SUMMATIVE ASSESSMENT**

**SUBJECT:** Entrepreneurial Management 3B  
**CODE:** INT3B01/EMT3B01  
**DATE:** 10 November 2018  
**TIME ALLOWED:** Submission of a portfolio  
**TOTAL MARKS:** 150

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**ASSESSORS:** Mr C Schachtebeck  
Prof T Tselepis  
**MODERATOR:** Dr S Boodhoo (WITS)  
**NUMBER OF PAGES:** 3

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**INSTRUCTIONS TO CANDIDATES:**

- Submission of a portfolio including the following:
    - A **business plan** for any viable business opportunity.
    - Business plans to be submitted electronically in addition to a hard copy.
  - The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.
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**Department of Business Management**

**EXAMINATION**

**INTRAPRENERUSHIP (EMT3B01/ETS23B3)**

Student name  Student number

Mark out of 150  Final Mark:

**Examination Assessment Form – BUSINESS PLAN**

|   |                     |                       |                                |                                    |           |
|---|---------------------|-----------------------|--------------------------------|------------------------------------|-----------|
| <b>1. Cover Sheet &amp; Content Page</b>  |                     |                       |                                |                                    |           |
| Student name / Student number / Content Page / Creativity in Design   |                     |                       |                                |                                    |           |
| Excellent<br>(5 points)   | Good<br>(4 points)  | Average<br>(3 points) | Below<br>average<br>(2 points) | Not good/Not<br>Done<br>(0 points) | Grading   |
| Comments:   |                     |                       |                                |                                    |           |
| Total mark for achievement  |                     |                       |                                |                                    | <b>5</b>  |
| <b>2. Executive Summary</b>   |                     |                       |                                |                                    |           |
| Business name / Location / Products/services offered / Purpose of the plan / Mission statement  |                     |                       |                                |                                    |           |
| Excellent<br>(10 points)  | Good<br>(7 points)  | Average<br>(5 points) | Below<br>average<br>(3 points) | Not good/Not<br>Done<br>(0 points) | Grading   |
| Comments:   |                     |                       |                                |                                    |           |
| Total mark for achievement  |                     |                       |                                |                                    | <b>10</b> |
| <b>3. Business Description</b>  |                     |                       |                                |                                    |           |
| Concept / Goals / Legal Form / History / Nature / Highlights (financial/market) / Growth Plan   |                     |                       |                                |                                    |           |
| Excellent<br>(10 points)  | Good<br>(7 points)  | Average<br>(5 points) | Below<br>average<br>(3 points) | Not good/Not<br>Done<br>(0 points) | Grading   |
| Comments:   |                     |                       |                                |                                    |           |
| Total mark for achievement  |                     |                       |                                |                                    | <b>10</b> |
| <b>4. Products / Services</b>   |                     |                       |                                |                                    |           |
| Description of product and services / Cost breakdown / Customer value and benefit / Product life cycle / Research and Development activities / Design thinking approach applied |                     |                       |                                |                                    |           |
| Excellent<br>(10 points)  | Good<br>(7 points)  | Average<br>(5 points) | Below<br>average<br>(3 points) | Not good/Not<br>Done<br>(0 points) | Grading   |
| Comments:   |                     |                       |                                |                                    |           |
| Total mark for achievement  |                     |                       |                                |                                    | <b>10</b> |
| <b>5. Operational plan</b>  |                     |                       |                                |                                    |           |
| Facilities / Location and layout / Production plan / Controls   |                     |                       |                                |                                    |           |
| Excellent<br>(15 points)  | Good<br>(10 points) | Average<br>(8 points) | Below<br>average<br>(5 points) | Not good/Not<br>Done<br>(0 points) | Grading   |
| Comments:   |                     |                       |                                |                                    |           |
| Total mark for achievement  |                     |                       |                                |                                    | <b>15</b> |
| <b>6. Human capital</b>   |                     |                       |                                |                                    |           |
| Organisational structure/ Profiles of owners and management team / Key personnel / Other Shareholders / Remuneration structure  |                     |                       |                                |                                    |           |
| Excellent<br>(15 points)  | Good<br>(10 points) | Average<br>(8 points) | Below<br>average<br>(5 points) | Not good/Not<br>Done<br>(0 points) | Grading   |

|   |                     |                        |                                 |                                    |         |            |
|---|---------------------|------------------------|---------------------------------|------------------------------------|---------|------------|
| <b>Comments:</b>  |                     |                        |                                 |                                    |         | <b>15</b>  |
| <b>Total mark for achievement</b>   |                     |                        |                                 |                                    |         |            |
| <b>7. Market research and analysis</b>  |                     |                        |                                 |                                    |         |            |
| Analysis of target market (size and demographics) / Projected marketing data / evaluation of competitors / Industry outlook and statistics / Market trends  |                     |                        |                                 |                                    |         |            |
| Excellent<br>(15 points)  | Good<br>(10 points) | Average<br>(8 points)  | Below<br>average<br>(5 points)  | Not good/Not<br>Done<br>(0 points) | Grading |            |
| <b>Comments:</b>  |                     |                        |                                 |                                    |         | <b>15</b>  |
| <b>Total mark for achievement</b>   |                     |                        |                                 |                                    |         |            |
| <b>8. Risk management</b>   |                     |                        |                                 |                                    |         |            |
| Identification of potential risks / Strategy to mitigate risks / Impact assessment / SWOT / Proprietary issues  |                     |                        |                                 |                                    |         |            |
| Excellent<br>(10 points)  | Good<br>(7 points)  | Average<br>(5 points)  | Below<br>average<br>(3 points)  | Not good/Not<br>Done<br>(0 points) | Grading |            |
| <b>Comments:</b>  |                     |                        |                                 |                                    |         | <b>10</b>  |
| <b>Total mark for achievement</b>   |                     |                        |                                 |                                    |         |            |
| <b>9. Marketing Plan</b>  |                     |                        |                                 |                                    |         |            |
| Advertising strategy / Price strategy / Market strategy / Distribution (4P's)   |                     |                        |                                 |                                    |         |            |
| Excellent<br>(10 points)  | Good<br>(7 points)  | Average<br>(5 points)  | Below<br>average<br>(3 points)  | Not good/Not<br>Done<br>(0 points) | Grading |            |
| <b>Comments:</b>  |                     |                        |                                 |                                    |         | <b>10</b>  |
| <b>Total mark for achievement</b>   |                     |                        |                                 |                                    |         |            |
| <b>10. Financial plan and projections</b>   |                     |                        |                                 |                                    |         |            |
| Historical (if applicable) financial data / Brief analysis of financial data (ratios and trends) / Key assumptions<br>Projected cash flow statement/ Projected income statement / Projected balance sheet |                     |                        |                                 |                                    |         |            |
| Excellent<br>(25 points)  | Good<br>(20 points) | Average<br>(15 points) | Below<br>average<br>(10 points) | Not good/Not<br>Done<br>(0 points) | Grading |            |
| <b>Comments:</b>  |                     |                        |                                 |                                    |         | <b>25</b>  |
| <b>Total mark for achievement</b>   |                     |                        |                                 |                                    |         |            |
| <b>11. Sustainability approach</b>  |                     |                        |                                 |                                    |         |            |
| Sustainability mission / Processes and procedures / environmental impact assessment / integrated reporting  |                     |                        |                                 |                                    |         |            |
| Excellent<br>(5 points)   | Good<br>(4 points)  | Average<br>(3 points)  | Below<br>average<br>(2 points)  | Not good/Not<br>Done<br>(0 points) | Grading |            |
| <b>Comments:</b>  |                     |                        |                                 |                                    |         | <b>5</b>   |
| <b>Total mark for achievement</b>   |                     |                        |                                 |                                    |         |            |
| <b>12. Adherence to stylistics requirements</b>   |                     |                        |                                 |                                    |         |            |
| Layout / Grammar / Referencing / Declaration / Online Submission (Non-submission = 0%)  |                     |                        |                                 |                                    |         |            |
| Excellent<br>(20 points)  | Good<br>(14 points) | Average<br>(10 points) | Below<br>average<br>(5 points)  | Not good/Not<br>Done<br>(0 points) | Grading |            |
| <b>Comments:</b>  |                     |                        |                                 |                                    |         | <b>20</b>  |
| <b>Total mark for achievement</b>   |                     |                        |                                 |                                    |         |            |
| <b>Overall Mark Recommendation</b>  |                     |                        |                                 |                                    |         | <b>150</b> |
| <b>Overall Percentage</b>   |                     |                        |                                 |                                    |         | <b>%</b>   |
| <b>Examiner : Mr C Schachtebeck /<br/>Prof T Tselepis</b>   |                     |                        | <b>Signed:</b>                  |                                    |         |            |
| <b>Moderator: Dr S Boodhoo</b>  |                     |                        | <b>Signed:</b>                  |                                    |         |            |