# COLLEGE OF BUSINESS AND ECONOMICS
# JOHANNESBURG BUSINESS SCHOOL
## DEPARTMENT OF BUSINESS MANAGEMENT

## SUPPLEMENTARY SUMMATIVE ASSESSMENT

| | |
|---|---|
| **SUBJECT:** | Entrepreneurial Management 3B |
| **CODE:** | INT3B01/EMT3B01 |
| **DATE:** | January 2019 |
| **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 |

**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.

UNIVERSITY OF JOHANNESBURG

# Department of Business Management

# EXAMINATION
## INTRAPRENERUSHIP (EMT3B01/ETS23B3)

| Student name | | Student number | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|

| Mark out of 150 | | Final Mark: | |
|---|---|---|---|

## Examination Assessment Form – BUSINESS PLAN

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

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