

BA (HONS) Graphic Design, Illustration, Advertising and Brand Design	Year 2, Semester 1
MODULE: Sustainability, Enterprise & Entrepreneurship	LECTURER: Ian Simmons
Business Plan and Presentation	

This assignment requires you to work in groups of 4-6 members. Together you must generate or identify a product or service opportunity and produce a professional venture plan that describes how you intend to develop this opportunity. Your teams should reflect as broad a range of skills as possible. This will enable groups to delegate tasks and share experiences that will maximise your team's effectiveness.

Each member should take a key role e.g. Operational Manager, Marketing Manager, Financial Manager/Company Secretary, Technical Manager, Creative Manager etc. The Venture Plan should be for the first year of the business or project plan. Innovation, initiative and entrepreneurial activity will be rewarded.

The presentation of the Plan creates an instant impression on the reader. Whatever your objectives are, it is essential to keep the reader interested in the material you are presenting. Make sure your layout is clear, with numbered pages and a full contents page. Utilise appendices for background information so that the main body remains clear and uncluttered.

For the purpose of the assignment and for your later reference in years to come, include a reference list, bibliography and acknowledge those people who have helped you. (Use the Harvard reference system)

These reports can be included in the overall plan but make sure the student name is on each one.

You will be expected to be pro-active in your research.

One venture plan per group is to be handed in, but each student must also write a short report (maximum 1000 words) detailing their role in the group and outline the research they personally undertook.

Following the Christmas break each team will have 10 minutes to present their business idea to the class and an industry representative. The presentations will be spread over two weeks (9th January and 16th January) and each group will only attend the week they are presenting.

Business Plan Hand In 12th December 2018
Presentations 9th January 2019 & 16th January 2019
Summative Deadline 16th January 2019