

CSC454

Marking Scheme for Assignment F -- due on Mon March 17<sup>th</sup> 2003 at 6pm (on paper).

<b>Section (note that the sub-categories are examples, not all plans will have all sub-categories)</b>	<b>Comments</b>	<b>Mark</b>
<b>1. Business definition (25 points)</b> a. Executive Summary b. Basic idea c. Focus d. Mission statement e. Objectives: Short-term f. Objectives: Long-term g. Business strategy		
<b>2. Market definition (25 points)</b> a. Qualitative b. Quantitative c. Segments and characteristics d. Contact with potential customers e. User benefit f. <i>Follow-on markets</i>		
<b>3. Technology definition and development plan (12 pts)</b> a. Qualitative statement b. Specification, development plan and costing c. <i>Follow-on products</i> d. Innovation e. Credibility		
<b>4. Competitive analysis and product positioning (20 pts)</b> a. Identification of competitors b. Corporate. intelligence, features, competitive matrix c. Contact with users of competition d. Positioning statement e. User benefit analysis vs. current way		
<b>5. Marketing strategy (12 points)</b> a. Pricing b. Distribution c. Promotion		
<b>6. Financial plan (8 points)</b> a. Clarity of assumptions b. Realism of assumptions c. P/L, cash flow, balance sheet forecasts d. <i>Other forecasts, break-even, sensitivity</i>		
<b>7. Financing plan (8 points)</b> a. Clarity of objectives b. Need for funds, use of funds c. ROI, payback, liquidity d. <i>Risk factors</i>		
<b>8. Management (10 points)</b> a. Organization b. Capabilities c. Achievements and credibility d. <i>Growth plan</i>		
<b>9. Form and presentation of business plan (20 points)</b> a. Thoroughness and professionalism b. Salesmanship c. Organization and structure of report d. Table of contents, appendices e. Quality of English expression and exposition f. Use of charts, graphs, tables g. Overall ease of use		
<b>10. Overall credibility, persuasiveness (10 points)</b> a. Supporting evidence and documents b. Use of strategic alliances c. Credibility d. Salesmanship		
	Total of 150 marks:	0
	Total of 15 marks:	