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| **FURTHER EDUCATION AND TRAINING CERTIFICATE: HAIRDRESSING:**  **SAQA ID 65729 -LEVEL 4- 140 CREDITS.** |
| **LEARNER WORKBOOK**  **SAQA: 114592;**  **Produce business plans for a new venture** |

**Learner Information:**

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| **Details** | **Please Complete this Section** |
| Name & Surname: |  |
| Organisation: | |  | | --- | | K & R HAIR ARTISTRY INSTITUTE | |
| Unit/Dept: | |  | | --- | | HAIRDRESSING | |
| Facilitator Name: | TSM DEODUTT |
| Date Started: |  |
| Date of Completion: |  |

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**OVERVIEW**

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| **About the Learner Workbook** | This Learner Exercise Workbook has been designed and developed to evaluate learners’ level of understanding of the **Produce business plans for a new venture** It forms part of a series of Learner Workbooks that have been developed for | | |
| **Purpose** | The purpose of this Learner Exercise Workbook is to evaluate learners understanding on the specific outcomes and/or assessment criteria of the following SAQA Registered Unit Standards: | | |
| **Exit Level Outcomes** | * Demonstrate an ability to identify and create a new venture. * Demonstrate knowledge of interpersonal skills required in a business environment. * Manage a new venture by applying business principles and techniques. | | |
| **US No** | **US Title** | **Level** | **Credits** |
| **114592** | **Produce business plans for a new venture** | **4** | **8** |
| **Context** | This assessment represents the Formative Assessment component **Produce business plans for a new venture,** for the and should be completed in the classroom/training room. | | |
| **Resources** | The following are resources needed for this assessment:   1. Learner Guide; and 2. Assessment Preparation. | | |
| **Instructions to Facilitators** | Facilitators will be required to:   * Explain the completion of the workbook to each learner; and * Interview the learner on similar questions, should he/she not be able to write. | | |
| **Instructions to Learners** | Learners will be required to:   * Complete the workbook as per the instructions; * Ensure that all questions are completed; * Ensure that the completion of the workbook is their own work; * Ensure that all annexure are attached to the workbook and clearly referred to; | | |
| **Assessment Time** | Learners are required to complete this assessment within the allocated time frame of.... hours. | | |
| **Total Mark** | This formative assessment carries a total mark of **\_ points**. In order to meet the pass mark, learners are required to achieve a minimum of **80%** of the total marks. | | |
| **Equipment** | Learners are required to have the following equipment in order to complete this workbook:   * Pen and Pencil; * Ruler; and * Exam Pad – for additional paper. | | |

**GENERAL INFORMATION**

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| **LEARNER DETAILS** | | |
| **Learner Full Names** |  | |
| **Learner ID No.:** |  | |
| **Organisation:** | |  | | --- | | K & R HAIR ARTISTRY INSTITUTE | | |
| **Unit/Dept:** | |  | | --- | | HAIRDRESSING | | |
| **Contact Details:** | **Telephone /Cell Numbers:** | **Email Address:** |
|  |  |
| **WORKSHOP DETAILS** | | |
| **Workshop Venue:** |  | |
| **Facilitator Name:** | **TSM DEODUTT** | |
| **Date Started:** |  | |
| **Date Completed:** |  | |

**ASSESSMENT PREPARATION CHECKLIST**

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| **DESCRIPTION** | **YES** | **NO** | **COMMENTS/CONTINGENCY** |
| This assessment is a formative assessment and it is based on the outlined unit standard/s for **Produce business plans for a new venture**  module. |  |  |  |
| Your assessment evidence for **START Produce business plans for a new venture** module needs to be submitted on....... (day) of...............(month)...........(year) at the following address/place................................................................ |  |  |  |
| You will be assessed based on the outlined Unit Standards. The assessment activities are linked to specific outcomes/assessment criteria of the outlined Unit Standards. |  |  |  |
| To determine your competence level, the following are the methods to be used for this assessment:   1. ..................................................... 2. ..................................................... |  |  |  |
| To be declared competent on **Produce business plans for a new venture** module (formative assessment), you should have obtained at least 80% of the total mark of this assessment. |  |  |  |
| You will be provided with detailed feedback on your performance of this assessment as follows:   1. Written Feedback 2. Verbal Feedback |  |  |  |
| Should you be declared “not yet competent” on this assessment, you will be entitled for re-assessment opportunity/ies. |  |  |  |
| You will be required to re-submit evidence (only for areas) you were declared not yet competent. A date for re-submission will be agreed with the assessor. |  |  |  |
| You will be entitled to lodge an appeal should you not be satisfied with the assessment decision of your assessment. |  |  |  |
| You will be required to provide the assessor feedback on assessment procedure – this is to assist in improving the assessment practices. |  |  |  |
| Your results of assessment and portfolio of evidence information will not be provided to any person without your written consent. |  |  |  |

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| **Learner’s Declaration** | | | |
| I…………………………………………………………………………………………….herewith declare that I am ready for the assessment, that we have reviewed the assessment preparation and plan, I understand the assessment process and I am happy that the assessment will be conducted in a fair manner. | | | |
| **Learner Signature:** | **Date:** | **Facilitator Signature:** | **Date:** |
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**Learning Unit2**

**UNIT STANDARD NUMBER :** 114592

**Produce business plans for a new venture**

**LEVEL ON THE NQF :** 4

**CREDITS :** 8

**FIELD :** Business, Commerce and Management Studies

**SUB FIELD :** Public Administration

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| **PURPOSE:** | This Unit Standard has as its core purpose to equip learners with the necessary knowledge and skills to produce business, financial and/or operations plans for implementing a new venture. It will also address the economic and administrative issues that prevent the starting of a new venture and contribute to the inability of an entrepreneur to sustain a new venture  **The qualifying learner will be able to:**  Identify, gather and analyse the relevant information needed to compile a business plan.   * Formulate an ethical framework for the operational plans of a new venture. * Establish and prioritise business, financial and/or operational goals and objectives for a new venture. *  Design and present business, financial and/or marketing plans based on a budget for a new venture. |
| **LEARNING ASSUMED TO BE IN PLACE:** | |
| Learners accessing this qualification will be competent in Computer Literacy, Mathematical Literacy and Communications and NQF level 3 or equivalent. | |

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| **SESSION 1.**  **Identify, gather and analyse the relevant information needed to compile a plan for a new venture.** |
| **Learning Outcomes** |
| * The purpose and importance of a business plan is discussed in terms of its contribution to a successful business. * The different elements of a successful business plan are listed and described with examples. * Information on the resources needed and procedures to be followed to achieve the plan is compiled. * The industry specific and legal requirements for own venture are identified and explained in terms of how they will affect the venture. |
| **Critical Cross-field Outcomes** |
| |  | | --- | |  | | **UNIT STANDARD CCFO IDENTIFYING** |  |  | | --- | | Identify and solve problems that could arise if business plan. |  |  | | --- | | **UNIT STANDARD CCFO COLLECTING** |  |  | | --- | | Collect, analyse, organise and critically evaluate information needed to compile a business plan. |  |  | | --- | | **UNIT STANDARD CCFO COMMUNICATING** |  |  | | --- | | Communicate effectively so procedures are completed as set out by the business plan of the new venture. |  |  | | --- | | **UNIT STANDARD CCFO SCIENCE** |  |  | | --- | | Use science and technology to collect and analyse the data to be used in the plans for a new venture. |  |  | | --- | | **UNIT STANDARD CCFO DEMONSTRATING** |  |  | | --- | | Demonstrate an understanding of the world as a set of related systems by recognising that planning takes place within a broader context when establishing a new venture. |  |  | | --- | | **UNIT STANDARD CCFO CONTRIBUTING** |   Participate as a responsible citizen in the life of local, national and global communities, by beginning to understand the responsibilities and implications of creating a new venture. |

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| **Activity** | **Questions Description** | **Mark** |
| **1** | **what is the purpose and the importance of business plan** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **2** | **Explain why there is a need of plan and role of plan at work** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **3** | **Demonstrate the following based on the plans:**   * **Future Orientation** * **Testing Ideas** * **Results Orientation** * **Stress Management** * **Motivation** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **4** | **Outline two primary reason for business plan** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **5** | **Discuss the accepted norms and ethics of a business plan** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **6** | **Fill in the explanation in column b** |  |

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| **Procedure** | **Explanation** |
| **Detailed market**  **research** |  |
| **Clear and realistic**  **financial projections** |  |
| **A detailed competitor analysis** |  |
| **A description of the**  **management team** |  |
| **A distinct vision** |  |
| **An understanding of financial options.** |  |
| **Proper format and writing style** |  |
| **Conciseness**. |  |
| **A good summary** |  |
| **Customisation.** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **7** | **List the seven basic element of the business plan** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **8** | **Express your understanding about the following:**   * **The business model** * **The vision and mission** * **PESTEL and SWOT analysis** * **Marketing plan** * **Human resource plan** * **Financial plan** * **SWOT Analysis** * **Harvest strategy** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **9** | **Outline the three main areas in the environment based on pest analyses** |  |

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| **SESSION 2.**  **Formulate an ethical framework for the operational plans of a venture.** |
| **Learning Outcomes** |
| * Legislation and relevant regulations relating to the type of venture are identified for use in drawing up a code of ethics for the business. * Non-statutory regulations applicable to the sector are identified and used for use in drawing up a code of ethics for the business. * Codes of conduct that are used by similar organisations in the sector are evaluated and elements identified for inclusion in an ethical framework for then business. * Social and ethnic considerations are identified for inclusion in the ethical framework of a new venture. * Personal values are identified for modifying an ethical framework for a new venture. |
| **Critical Cross-field Outcomes** |
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| **Activity** | **Questions Description** | **Mark** |
| **10** | **Explain the following based on market analysis techniques**   * **Political Factors** * **Economic Factors** * **Socio-cultural Factors** * **Technological Factors** * **Environmental Factors** * **Legal Factors** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **11** | **Define SWOT analysis** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **12** | **Explain the strengths and weakness of business** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **13** | **Express your understanding about the following based on SWOT analysis:**   * **Opportunities** * **Threats** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **14** | **Demonstrate your knowledge both SWOT and Pestel analysis** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **15** | **Explain the following:**   * **Resources** * **Print Resources** * **Online Resources** * **People Resources** * **Table of contents, covering letter and executive summary** * **Main body and appendix** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **16** | **Use your own wards to outline the procedures to present the business plan for own venture to a financier** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **17** | **Fill In the explanation of those values and norms** |  |

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| **Values and norms** | **Explanation** |
| **Honesty and Integrity** |  |
| **Professionalism** |  |
| **Responsible Management** |  |
| **Serving Public Interest** |  |
| **Conforming to Law** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **18** | **Discuss the issues that may lead to unethical behaviour** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **19** | **Outline the important reason for monitoring the implementation of your plan.** |  |

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| **SESSION 3.**  **Establish and prioritise business, financial and/or operations goals and objectives for new venture.** |
| **Learning Outcomes** |
| * Personal objectives are clearly articulated and aligned to the plans of own venture. * Business objectives are analysed and specific goals formulated to achieve objectives set out for own business. * A vision statement of a new venture is compiled to represent goals and objectives set for own venture. * Specific short and long term goals are formulated allowing flexibility for possible changing circumstances. * Possible contribution to community and regional growth objectives are identified and considered. * Cultural values and beliefs of prospective employees and expected consumers are incorporated into the plans of own venture. |
| **Critical Cross-field Outcomes** |
| |  | | --- | |  | | **UNIT STANDARD CCFO COMMUNICATING** |  |  | | --- | | Communicate effectively so procedures are completed as set out by the business plan of the new venture. |  |  | | --- | | **UNIT STANDARD CCFO SCIENCE** |  |  | | --- | | Use science and technology to collect and analyse the data to be used in the plans for a new venture. |  |  | | --- | | **UNIT STANDARD CCFO DEMONSTRATING** |  |  | | --- | | Demonstrate an understanding of the world as a set of related systems by recognising that planning takes place within a broader context when establishing a new venture. |  |  | | --- | | **UNIT STANDARD CCFO CONTRIBUTING** |   Participate as a responsible citizen in the life of local, national and global communities, by beginning to understand the responsibilities and implications of creating a new venture. |

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| **Activity** | **Questions Description** | **Mark** |
| **20** | **Demonstrate the Personal objectives to the plans of own venture**. |  |

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| **Activity** | **Questions Description** | **Mark** |
| **21** | **Explain the business objective** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **22** | **Demonstrate the following based on business objectives :**   * **Write it Down** * **Disadvantages** * **Guidelines** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **23** | **Express your fully understanding about vision statement** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **24** | **Explain the following goals:**   * **Short-term goals** * **Long-term goals** * **enabling goal** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **25** | **Explain cultural values and beliefs of prospective employees and expected consumers are incorporated into the plans of own venture.** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **26** | **Briefly explain the business of the venture** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **26** | **Outlined the fundamental question that you need to ask yourself when you do business plan** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **27** | **Discuss the structure of a business plan** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **28** | **List the typical structure for business plan startup venture** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **29** | **Outline the 4 main reason for writing a business plan** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **30** | **Describe the following based on business plan:**   * **Your plan layout** * **Keep it concise** * **Be realistic** * **Show a path to profitability** * **Show a strong management team** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **31** | **Outline the other planning tips** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **32** | **Why we choose the structure before we start a business** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **33** | **Describe the following based on the business plan:**   * **Partnership** * **Company** * **Trust** * **Cooperative** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **34** | **Outline the factors that should be consider in-order to make the right decisions for business plan** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **35** | **Discuss the following based on marketing campaign**   * **GET LISTED** * **CONTACTS** * **YOUR BUSINESS WEBSITE** * **THE ALMIGHTY BUSINESS CARD** * **ADVERTISE** * **FREE GIFTS, BRIBERY AND SMARM** * **DEALING EFFECTIVELY WITH THE PUBLIC** * **YOUR BRAND IMAGE** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **36** | **Express your understanding about business plan format** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **37** | **Use your own words to demonstrate the venture capital options & requirements** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **38** | **Discuss the purpose of financial plan** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **39** | **List and explain the key element that should be included when you preparing adept** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **40** | **Demonstrate the preparing for financing** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **41** | **Discuss the business plan information** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **42** | **Express your understanding about the entrepreneur** |  |

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| **Activity** | **Questions Description** | **Mark** |
| **43** | **Express your understanding about the following:**  **Keep It Concise**  **Know What Makes Your Business Unique**  **Honesty**  **Hope for the Best, Plan for the Worst** |  |

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