



# GEORGES RIVER COLLEGE PEAKHURST CAMPUS

## HSIE Faculty

### NOTIFICATION OF ASSESSMENT TASK

<b>Year:</b> 9	<b>Subject:</b> Commerce
<b>Date due:</b> Part C - Monday 5 September (8B), Part A and B - Friday 16 September (9A) and Part D - Friday 23 September (10B)	<b>Time allowed:</b> 5 weeks
<b>Weighting:</b> 30%	<b>Task Number:</b> 3
<b>Topic:</b> Running a Business <u>and</u> Promoting and Selling	
<b>Syllabus Outcomes:</b> <ul style="list-style-type: none"><li>&gt; COM5-1 Applies consumer, financial, economic, business, legal, political and employment concepts and terminology in a variety of contexts</li><li>&gt; COM5-4 Analyses key factors affecting decisions</li><li>&gt; COM5-6 Develops and implements plans designed to achieve goals</li><li>&gt; COM5-8 Explains information using a variety of forms</li></ul>	
<b>Assessment Criteria:</b> <p>In your answer/s you will be assessed on how well you:</p> <ul style="list-style-type: none"><li>&gt; Create and implement a business plan</li><li>&gt; Present your business idea to the class</li><li>&gt; Market your business to the school</li><li>&gt; Execute your school-based business</li></ul>	

#### **Scenario:** *Running your own school-based business*

In groups of 3-4, you will come up with a school-based business, create a business proposal and 1-3 marketing strategies. Your proposal will be presented to a panel of 'shark tank' assessors who will fund your business if they are convinced of your idea.

#### **Task Description:**

All required documents can be found on Google Classroom. Each group must complete the following;

> <b>Part A:</b> Business Proposal	/40
> <b>Part B:</b> Marketing Sample/s	/30
> <b>Part C:</b> Presentation and peer assessment	/20
> <b>Part D:</b> Running a school-based business	/10
	<b>/100</b>

#### **Submission Instructions:**

- > Submit Part A, B and C to the dropbox on Google Classroom on the due date BEFORE YOUR LESSON
- > Only ONE person from each group should upload – clearly identify who is in your group when submitting
- > You can use Google Docs or Microsoft Word for your business proposal
- > You can use Google Slides, Microsoft Powerpoint OR Prezi for your presentation

#### **Submission Requirements:**

- > Clear and neat presentation is required.
- > Computer failure will not be accepted as an excuse for late submission.

#### **IMPORTANT:**

This task is part of your formal assessment for this subject. Tasks not completed on the due date will receive a zero. If you are sick on the due date you will have to provide appropriate documentation such as medical certificate to support your appeal. This will need to be presented to Ms Diamond or your teacher on the morning of the first day you are back at school.

## PART A: Business Proposal Scaffold

### Section One – Business Profile

Business name: \_\_\_\_\_

Business slogan:

---

---

Business mission statement / goal:

---

---

---

Organisational structure: \_\_\_\_\_

Business members and their roles:

1. [NAME] and description of role
2. [NAME] and description of role
3. [NAME] and description of role
4. [NAME] and description of role

### Section Two – Product Idea

Product name: \_\_\_\_\_

Product description (including key features): \_\_\_\_\_

---

---

---

---

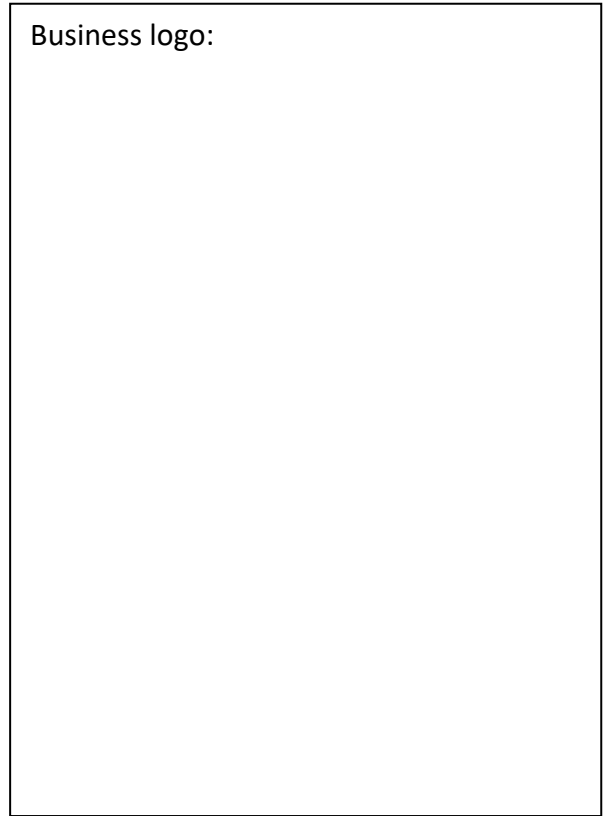
Estimated unit price (cost of production): \_\_\_\_\_

---

Product pricing (including mark up): \_\_\_\_\_

---

Business logo:



Primary target market: \_\_\_\_\_

Secondary target market: \_\_\_\_\_

**Product Sample**

You can choose to draw a diagram of your product here OR bring in a prototype/sample on the day of your presentation.

### Section Three – Planning

Proposed location of business: \_\_\_\_\_

Justification of location: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Required equipment:

1. [create a list]

Ethical considerations: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Factors that will lead to business success	Factors that will lead to business failure
1. [create a list of 5 factors]	1. [create a list of 5 factors]

### Section Four – Marketing

Marketing Plan:

1. [create a list of ways you plan to market your business and explain each method/strategy]

### Section Five – Financial Planning

Equity financing: [how much money will you put in?] \_\_\_\_\_

Debt financing: [how much money will you borrow from the bank? i.e. Ms Beck] \_\_\_\_\_

Spending:

[outline how will you spent this money in detail – list every item you will buy and the cost. Include the total]

Revenue:

[outline how much you will sell each item for. Include the total]

Projected Profit:

[Total revenue – total spending = projected profit]

**Marking Guidelines**  
**PART A: Business Plan**

<b>Mark</b>	<b>Marking Criteria</b>
33-40	<ul style="list-style-type: none"> <li>● Creates a business with an effective and creative name, slogan and logo, and comprehensively details the business mission statement and organisational structure</li> <li>● Designs and illustrates a unique and feasible product which can sold to the established target market</li> <li>● Comprehensively outlines key planning considerations and factors influencing business success and failure</li> <li>● Effectively details a marketing plan for the business, including a number of methods to reach the target market</li> <li>● Accurately outlines financial requirements and spending</li> </ul>
25-32	<ul style="list-style-type: none"> <li>● Creates a business with a creative name, slogan and logo, and details the business mission statement and organisational structure</li> <li>● Designs and illustrates a feasible product which can sold to the established target market</li> <li>● Outlines key planning considerations and factors influencing business success and failure</li> <li>● Details a marketing plan for the business, including a number of methods to reach the target market</li> <li>● Outlines financial requirements and spending</li> </ul>
17-24	<ul style="list-style-type: none"> <li>● Creates a business with a creative name, slogan and logo, and outlines the business mission statement and organisational structure</li> <li>● Designs and illustrates a product which may be sold to the established target market</li> <li>● Outlines some key planning considerations and factors influencing business success and failure</li> <li>● Includes a marketing plan for the business, including some methods to reach the target market</li> <li>● Outlines financial requirements and spending</li> </ul>
9-16	<ul style="list-style-type: none"> <li>● Creates a business with a name, slogan and/or logo, and attempts to include a business mission statement and organisational structure</li> <li>● Some attempt to design and/or illustrate a product</li> <li>● Outlines some key planning considerations and/or factors influencing business success and failure</li> <li>● Includes a brief marketing plan for the business</li> <li>● Attempts to outline some financial requirements and spending</li> </ul>
1-8	<ul style="list-style-type: none"> <li>● May include a name, slogan and/or logo, and attempts to include a business mission statement and organisational structure</li> <li>● Minimal attempt to design and/or illustrate a product</li> <li>● Attempts to outline some planning considerations and/or factors influencing business success and failure</li> <li>● Lists some methods to market the business</li> <li>● Minimal attempt to outline some financial requirements and spending</li> </ul>
0	No business plan submitted

## PART B: Marketing Samples

In your group, you must create 1-3 of your proposed marketing strategies. Select from the choice board below and ensure your choices total 30 POINTS.

Create a billboard advertisement <b>5 points</b>	Design a business card for your business <b>5 points</b>	Create a newspaper advertisement <b>5 points</b>
Design an A4 magazine advertisement <b>10 points</b>	Record a 10-20 second radio advertisement <b>10 points</b>	Create a poster advertising your business <b>10 points</b>
Create a 30-60 second TV advertisement for your business, featuring the product <b>15 points</b>	Create a website for your business, including a product information and about us page <b>20 points</b>	Set up an Instagram page for your business, including 6 posts and a number of highlighted stories <b>20 points</b>

### Some Suggested Websites

- > Canva (for making print advertising, business cards and Instagram tiles)
- > Animoto, Powtoon or iMovie (for TV advertising)
- > Wix (for web design)

### Marking Guidelines

#### PART B: Marketing Samples

Mark	Marking Criteria
25-30	<ul style="list-style-type: none"> <li>Selects 1-3 marketing strategies to the value of 30 points</li> <li>Strategies are well designed with innovative use of colour, fonts, a logo, slogan and images</li> <li>Strategies are highly appropriate for and appealing to the identified target market</li> <li>Strategies use highly persuasive language and correct spelling and grammar</li> </ul>
19-24	<ul style="list-style-type: none"> <li>Selects 1-3 marketing strategies to the value of 30 points</li> <li>Strategies are well designed with effective use of colour, fonts, a logo, slogan and images</li> <li>Strategies are appropriate for and appealing to the identified target market</li> <li>Strategies use persuasive language and mostly correct spelling and grammar</li> </ul>
13-18	<ul style="list-style-type: none"> <li>Selects 1-3 marketing strategies to the value of 30 points</li> <li>Strategies are designed with colour, fonts, a logo, slogan and images</li> <li>Strategies are appropriate for the identified target market</li> <li>Strategies use some persuasive language and mostly correct spelling and grammar</li> </ul>
7-12	<ul style="list-style-type: none"> <li>Selects 1-3 marketing strategies to the value of less than 30 points</li> <li>Strategies are designed with some use of colour, fonts, a logo, slogan and/or images</li> <li>Strategies attempt to appeal to the target market</li> <li>Strategies use some persuasive language and some correct spelling and grammar</li> </ul>
1-6	<ul style="list-style-type: none"> <li>Selects 1-3 marketing strategies to the value of less than 30 points</li> <li>Strategies are designed with little use of colour, fonts, a logo, slogan and/or images</li> <li>Strategies have little appeal to the target market</li> <li>Strategies use little persuasive language and have incorrect spelling and grammar</li> </ul>
0	No marketing samples included

## PART C: Presentation and Peer Assessment

- › In your group, you must present your business proposal to the ‘Shark Tank’.
- › Create a 5-6 minute presentation which outlines the following; business profile, product idea, planning considerations, marketing strategy and financial plan (as per your business proposal).
- › Your presentation must use persuasive language and effective communication methods in order to convince the ‘Shark Tank’ assessors (Ms Beck, Ms Saab, Ms Vlachos and Mr Hernandez) to invest in your business.
- › ALL students must participate in the presentation and speak in equal parts
- › You must show your product sample as part of your presentation.

You will also engage in peer assessment, giving each group a mark out of 5 based on a number of criteria. These peer grades will be averaged and included in your final grade.

### Marking Guidelines PART C: Presentation

Mark	Marking Criteria
11-15	<ul style="list-style-type: none"> <li>• Gives an engaging and detailed presentation, outlining all 5 areas of the business proposal</li> <li>• Demonstrates clear and in depth understanding of the requirements of running a business and provides evidence that they can confidently execute the business proposal</li> <li>• Includes a well-developed and feasible product sample</li> <li>• Uses highly persuasive language and effective communication to present the business</li> <li>• Presentation is the required length</li> </ul>
6-10	<ul style="list-style-type: none"> <li>• Gives an engaging presentation, outlining the 5 areas of the business proposal</li> <li>• Demonstrates clear understanding of the requirements of running a business and provides some evidence that they can execute the business proposal</li> <li>• Includes a feasible product sample</li> <li>• Uses persuasive language and effective communication to present the business</li> <li>• Presentation is the required length</li> </ul>
1-5	<ul style="list-style-type: none"> <li>• Gives a brief presentation, outlining some areas of the business proposal</li> <li>• Demonstrates some understanding of the requirements of running a business</li> <li>• Attempts to include a product sample</li> <li>• Uses minimal persuasive language and little effective communication to present the business</li> <li>• Presentation is not the required length</li> </ul>
0	No presentation given

Peer grade            /5

## PART D: Running a School-based Business

- > In your group, you will run your business in Week 10 of Term 3.
- > You will be assessed on your organisation, business set-up, product execution and profit and loss statement.
- > You must submit the profit and loss statement by Friday of Week 10 via Google Classroom.

### Profit and Loss Statement Scaffold

Profit and Loss Statement for [business name]	
<b>[Business name]</b>	
<i>Income statement for [date/s of business operation]</i>	
Revenue	\$
Less Cost of goods sold	\$
Gross profit	\$
 <i>Less Expenses</i>	
[list other expenses including debt and equity owed]	\$
 Net profit	 \$

### Marking Guidelines

#### PART D: Running a School-based Business

Mark	Marking Criteria
8-10	<ul style="list-style-type: none"> <li>● Group is well organised and sets-up their business independently</li> <li>● Product being sold it well executed, appropriate for the target market and in adequate supply</li> <li>● Profit and loss statement is accurate and detailed</li> </ul>
5-7	<ul style="list-style-type: none"> <li>● Group is organised and sets-up their business with some assistance</li> <li>● Product being sold is adequately produced, and may be suitable for the target market/in adequate supply</li> <li>● Profit and loss statement is accurate</li> </ul>
1-4	<ul style="list-style-type: none"> <li>● Group is not well-organised</li> <li>● Product being sold is available for sale but has some issues with execution and supply</li> <li>● Profit and loss statement has some inaccuracies</li> </ul>
0	Did not run a school-based business