

**Business Administration Programmes**

**Assignment 4**

**Course:** MKTG801 Marketing and Enterprise

**Lecturer:** Mr John Cunningham

**Stream:** 223 & 224

**Due:** 4 pm, Friday April 19, 2024 (soft copy submission through Moodle only)

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**POINTS to NOTE:**

1. There are 100 marks for this assignment which is 25% of the final course grade.
2. The word limit for this assignment is 2,500 words (+/-10%), excluding references, figures, tables, and appendixes.
3. Use Arial or Times New Roman font size 12 and 1.5 line spacing.
4. Ensure you follow academic citation and referencing requirements, as failure to do so may invoke penalties. Use APA (7<sup>th</sup> ed.). A reference list is required.
5. You are also required to reference the use of any tools / software / application used. This includes the use of artificial intelligence (AI) to paraphrase or proofread, which requires a statement where applicable.
6. Upon submission your assignment will be checked for copied materials as well as the use of AI (artificial intelligence), with penalties to be applied where appropriate and if not appropriately referenced.
7. You may submit your assignment as a draft submission (Moodle/Turnitin) to check similarity prior to making your final submission.
8. Late submissions incur a 5% penalty (5 marks) for each 24-hour period up to 96 hours (after that time, your mark will be recorded as zero).
9. An extension may be granted if, within the prescribed timeframe, you submit an 'Assignment Extension Application' form with supporting documentation (e.g., a medical certificate) to the Programme Administration Unit.
10. As part of pass requirements for this course, you are required to pass each learning outcome at least once in this course.
11. You must gain at least 50% or higher for Assignment 4 to pass this course. A resubmission for assignment 4 (only) may be considered if you have scored 40% to 49%.

As set out in your Course Outline, this assignment requires you to:

- Learning Outcome 4 - examine key characteristics of entrepreneurship and prepare a business plan for a new venture.
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1. Select two companies that have entrepreneurial CEO and identify the main driving characteristics of each CEO. What are the positive outcomes of these characteristics on staff and customers and what drawbacks do they produce?  
35 marks
2. Select a product or service and develop a business plan that grows the new venture into a cashflow positive company within two years. The business can be in New Zealand or overseas and can relate to your own experience or to an interesting idea that you want to pursue to form the basis of a company. Use the business plan template in the class materials and include financial projections to demonstrate the growth and identify the competitive advantage to drive company growth.  
65 marks

## Marking Rubric

Grading	D- (0% - 39%)	D (40% - 49%)	C (50% - 64%)	B (65% - 79%)	A (80% – 100%)
1	<p>Entrepreneurial characteristics of two (2) CEOs of different companies are <b>not or inaccurately</b> identified.</p> <p>The key, relevant benefits and drawbacks of the two (2) CEOs entrepreneurial characteristics to their respective businesses are <b>not or inaccurately</b> discussed.</p>	<p>Entrepreneurial characteristics of two (2) CEOs of different companies are <b>incompletely</b> identified.</p> <p>The key, relevant benefits and drawbacks of the two (2) CEOs entrepreneurial characteristics to their respective businesses are <b>incompletely</b> discussed.</p>	<p>Entrepreneurial characteristics of two (2) CEOs of different companies are <b>accurately discussed</b>.</p> <p>The key, relevant benefits and drawbacks of the two (2) CEOs entrepreneurial characteristics to their respective businesses are <b>accurately</b> discussed.</p>	<p>Entrepreneurial characteristics of two (2) CEOs of different companies are <b>clearly discussed</b>.</p> <p><b>A range of</b> relevant benefits and drawbacks of the two (2) CEOs entrepreneurial characteristics to their respective businesses are <b>robustly</b> discussed.</p>	<p>Entrepreneurial characteristics of two (2) CEOs of different companies are <b>comprehensively discussed</b>.</p> <p><b>A wide range of</b> key, relevant benefits and drawbacks of the two (2) CEOs entrepreneurial characteristics to their respective businesses are <b>insightfully</b> discussed.</p>
Marks out of 35= Student Feedback					
2	<p>Key, relevant components as they apply to the product or service are <b>not present</b>.</p> <p>Financial projections are <b>inaccurate, not feasible</b></p>	<p>Key, relevant components as they apply to the product or service are <b>incomplete or with some errors</b>.</p> <p>Financial projections have <b>some errors, are not</b></p>	<p><b>Key</b>, relevant business plan components as they apply to the product or service are <b>accurately</b> completed.</p>	<p><b>A range of</b> relevant business plan components as they apply to the product or service are <b>robustly</b> completed.</p> <p>Financial projections are accurate, feasible and</p>	<p><b>A wide range of</b> business plan components as they apply to the product or service are <b>comprehensively</b> completed.</p>

	<p>and <b>do not</b> support the business plan.</p> <p>Business plan is <b>not</b> aligned to the product or service and will <b>not</b> grow the new venture into a cashflow positive company within two years.</p>	<p><b>completely</b> feasible or <b>do not fully</b> support the business plan.</p> <p>Business plan is <b>not completely</b> aligned to the product or service and <b>will not adequately</b> grow the new venture into a cashflow positive company within two years.</p>	<p>Financial projections are accurate, feasible and support the business plan.</p> <p>Business plan is aligned to the product or service and will grow the new venture into a cashflow positive company within two years.</p>	<p><b>clearly</b> support the business plan.</p> <p>Business plan is <b>robustly</b> aligned to the product or service and will <b>effectively</b> grow the new venture into a cashflow positive company within two years.</p>	<p>Financial projections are accurate, feasible and <b>comprehensively</b> support the business plan.</p> <p>Business plan is <b>insightfully</b> aligned to the product or service and will <b>effectively</b> grow the new venture into a cashflow positive company within two years.</p>
<p>Marks out of 65= Student Feedback</p>					

Learning outcome achievement	Achieved – Yes/No	How was the LO achieved or why not
Learning Outcome 4		