

Undergraduate Diploma in Business Administration: Intake September 2024

Assessment Task: Research project based the question below	
Module: <i>Research Project</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: MQF Level 5	Student Name:
Date:	Student Number:
Proposal Deadline: 4 August 2025	
Assignment Deadline: 25 September 2025	
Research Question: <p>Develop a comprehensive Business and Financial Plan for a fictional start-up company with a product or service for the Maltese market. This plan will be used to pitch your business idea to a Maltese funding body.</p> <p>Your submission should reflect your ability to carry out detailed research, conduct insightful data analysis, and produce a professional plan that effectively communicates the viability and potential of your start-up. A critical aspect of this project involves explaining the origin and rationale behind your chosen product or service. You must present clear, well-supported evidence of your creativity and innovative thinking in shaping your business concept.</p> <p>Note that the proposed concept must be approved prior to commencing work on the Business and Financial Plan.</p>	
Important Notes <p>The expected format:</p> <ul style="list-style-type: none"> ➤ Cover Page ➤ Contents Page ➤ Executive Summary ➤ Company Overview ➤ Market Analysis ➤ Product or Service Description ➤ Marketing and Sales Strategy ➤ Operational Plan ➤ Financial Plan ➤ Risks and Mitigation Strategies: ➤ Conclusion ➤ Reference List ➤ Appendices <p>Assignment Document Format:</p> <ul style="list-style-type: none"> • Your assignment document should be structured using appropriate headings and subheadings. • Use a professional and consistent formatting style throughout the document. <ul style="list-style-type: none"> • Text - Times New Roman, Size 12, 1.5 line spacing • Ensure proper citation and referencing of any external sources used in your research - Harvard Style must be used. <p>Word Count and Appendices:</p> <ul style="list-style-type: none"> • The main body of your assignment should be approximately 7,000 words, excluding appendices. • Appendices can include supporting documents such as market research data, financial statements, and any additional materials that support your plan. 	
Pass Mark - 50%	Total Project Weighting - 100%
By submitting I confirm that this assessment is my own work	