

Undergraduate Diploma in Business Administration: Intake February 2025

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: 19 December 2025	
Assignment Deadline: 05 February 2026	
<p>Students are required to prepare a comprehensive Business and Financial Plan for a hypothetical start-up enterprise offering a service designed for the Maltese market. This plan will form the basis for presenting the proposed business idea to a Maltese bank.</p> <p>The submission must demonstrate the ability to conduct extensive research, undertake critical data analysis, and present a professionally structured plan that convincingly communicates the feasibility, sustainability, and potential for growth of the proposed start-up. The plan must also include potential subsidies made available by the Maltese Government to start-ups.</p> <p>An essential component of the project is the articulation of the origins and underlying rationale of the selected product or service. Students are expected to provide well-substantiated evidence of originality, creativity, and innovation in the formulation of their business concept.</p> <p>It should be emphasised that approval of the proposed concept is required prior to commencing the preparation of the Business and Financial Plan. In addition, the appendices must contain the Business Model Canvas, which constitutes the foundation upon which the business and financial plan is developed.</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. • 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. 	

Word Count and Appendices:

- 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