Undergraduate Diploma in Business Administration: Intake November 2025

Assessment Task: Research project based the question below	
Module: *Research Project*	**Tuition Centre:** 21 Academy **Licence Number:** 2018-017
Level: MQF Level 5	**Student Name:**
Date:	**Student Number:**
Proposal Deadline: 18 September 2026	
Assignment Deadline: 12 November 2026	

Question

Students are required to prepare a comprehensive Business and Financial Plan for a hypothetical start-up venture based on a physical product or tangible, non-app-based solution specifically designed to address a need or opportunity within the Maltese market.

The proposed venture must centre on an original product rather than a mobile application, website, software platform or app-based service. Students should demonstrate how the product would meet a clearly identified market need in Malta and assess its commercial viability.

The completed Business and Financial Plan will serve as the foundation for a formal presentation of the proposed business to a business angel, during which students will be expected to demonstrate the viability, market potential, financial sustainability and investment potential of their proposed venture.

The submission should demonstrate the student's ability to undertake extensive secondary research, critically evaluate and interpret relevant information, and produce a professionally organised and logically developed plan that effectively justifies the feasibility, sustainability, and future growth prospects of the proposed service. The Business and Financial Plan must additionally include an assessment of the financial incentives and support mechanisms made available to start-up businesses by the Maltese government.
Students are also expected to provide clear and convincing evidence of originality, creativity, and innovation in the design and development of their business concept.
The appendices must contain:

- A Business Model Canvas, serving as the strategic framework underpinning the Business and Financial Plan.
- A formal email addressed to a bank manager introducing the Business and Financial Plan and referring to its hypothetical attachment.
- Projected Financial Statements.

Approval of the proposed business concept is a compulsory requirement and must be obtained before work on the Business and Financial Plan begins.

Important Notes

The expected format:

- 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

Assignment Document Format:

- 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