

Undergraduate Diploma in Business Administration: Intakes November 2025-June 2026

Assessment Task: One (1) Group presentation based on the question below	
Module: <i>Creating a Business</i>	Tuition Centre: 21 Academy License Number: 2018-017
Level: Award MQF Level 5	Date:
Student Names:	Student Numbers: (same line)
Presentation Date: 7 November 2026	
<p>Task The purpose of this assessment is to develop an understanding of what was learnt during the module in particular the skills learnt to develop a business idea and create a business model.</p> <p>Note This assessment provides students with an opportunity to put into practice the relevant tools and practices in relation to the business they came up with and plan to create.</p> <p>Note <i>You should plan to spend approximately 20 hours researching, reviewing the course slides, planning and designing the presentation. You are expected to select the Harvard Referencing Style if you are using any sources for the information being given in the presentation.</i></p> <p><i>Each individual student should also present a Reflective Notes template in Word Format or pdf format about this presentation.</i></p> <p><i>The presentation should be 20 minutes long and students will be expected to answer questions made by the students in class as well as the tutor.</i></p>	
<p>PESTEL Analysis and Entry into the Maltese Market</p> <p>PESTEL analysis is an important strategic management tool used to evaluate the external macro-environment in which an organisation operates and to identify factors that may influence its strategic decisions.</p> <p>For this group presentation, you will be allocated one of the nine organisations listed below by lottery. The organisation allocated to your group does not currently operate in Malta and is hypothetically considering entering the Maltese market.</p> <p>Conduct a comprehensive PESTEL analysis of the Maltese market from the perspective of the organisation allocated to your group.</p> <p>Your presentation should:</p> <ul style="list-style-type: none"> • provide a brief introduction to the organisation, its products or services, and its existing business model; • critically explain the purpose and significance of the PESTEL framework as a strategic 	

management tool;

- analyse the Political, Economic, Social, Technological, Environmental and Legal factors that could affect the organisation's potential entry into Malta;
- identify the most significant Opportunities and Threats arising from the PESTEL analysis;
- assess the potential impact of the identified external factors on the organisation's proposed market entry, operations and competitive position;
- support the analysis with relevant academic sources, current market information, statistics and real-world evidence; and
- conclude with reasoned recommendations as to whether the organisation should enter the Maltese market and identify the principal factors that should be considered before making the final decision.

Students should not merely describe the six PESTEL categories. The presentation should demonstrate critical analysis of the relevance and potential impact of the identified factors on the specific organisation.

Presentation duration: 20 minutes per group.

Each group member must make a meaningful contribution to the presentation.

Organisations for Allocation by Lottery

1. Target
2. Chipotle Mexican Grill
3. Tim Hortons
4. Walmart
5. Trader Joe's
6. In-N-Out Burger
7. Kohl's
8. Publix
9. Whole Foods Market

Pass Mark - 50% of all the module's weighted assessment methods.

Total Presentation Weighting - 20%

By submitting I confirm that I have been authorized by all the students in the group to acknowledge that the presentation is our own work

Mark:

Student (first in list above) **Signature:** <main assessor>

Date

Signature: <quality assurance>