Students are required as a group to create a business plan that will inform their presentation.

**Assessment Part 1 - Group presentation**

**Assessment Part 2 - Self and peer assessment**

Guidelines for presentation:

* Should be between 8 - 12 minutes
* Everyone should contribute equally
* There should be a unique selling point and vision for their product idea
* It should highlight and summarise key aspects of their business plan
  + Every department should have at least one key idea that is discussed in detail
* Multimedia and other presentation techniques are encouraged to enhance the presentation (e.g. 30 sec commercial)

Purpose: to investigate the viability of creating a product that will indirectly indirectly promote the sale of Masarang Sugar.

Audience: A combination of their peers, DP business students, teachers and Masarang representatives

Structure: Should follow the above guidelines and business plan template to clearly present different areas of a business

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| --- | --- | --- | --- | --- |
| 0 | 1 - 2 | 3 - 4 | 5 - 6 | 7 - 8 |
| The student:  does not reach a standard described by any of the descriptors | **tries in a limited way** to communicate information and ideas in a style that is appropriate to the audience and purpose | communicates information and ideas in a style that is **sometimes**  appropriate to the audience and purpose | communicates information and ideas in a style that is **often** appropriate to the audience and purpose | communicates information and ideas in a style that is **completely**  appropriate to the audience and purpose |
| The student:  does not reach a standard described by any of the descriptors | **tries in a limited way** to structure information according to the task instructions and meets few of the guidelines as listed above | structures information **sometimes** according to the task instructions and meets some of the guidelines as listed above | structures information **often** according to the task instructions and meets most of the guidelines as listed above | structures information and ideas **completely** and meets all of the guidelines as listed above |