

Open Awards Qualification Unit



This unit forms part of a regulated qualification.

1 Unit Details

Unit Title:	Developing a Business Plan
Unit Reference Number:	J/618/7514
Level:	Level 3
Credit Value:	4
Minimum GLH:	30

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the purpose and key components of a business plan	1.1 Explain why organisations in the logistics sector use business plans
	1.2 Identify the key components and features of a business plan
	1.3 Explain the key strategies that might be included in a business plan
2. Understand how businesses in the logistics sector use information and data to shape a business plan	2.1 Identify sources of data that businesses in the logistics sector use to inform business planning
	2.2 Analyse how business decision making is informed by data to ensure business objectives are met
	2.3 Explain how businesses use financial forecasting in the business planning process
3. Be able to develop a business plan	3.1 Analyse information about a department or an organisation
	3.2 Develop a clear and concise business plan using accurate facts and figures
	3.3 Present a completed business plan in an acceptable business format

Learning Outcome 1 - Indicative Content

Learners should consider the purpose, components and characteristics of an effective business plan including:

Purpose: effective deployment of resources, decision making and strategy formation

Components of a business plan: executive summary, company description, business objectives, products and services, market analysis, strategy and implementation, management and staffing, financial plan and projections.

Characteristics of an effective business plan: has clear objectives; is easily understood, based on reliable analysis (link to marketing unit) and is comprehensive but flexible, is focused on resource requirements, availability of resources and is timebound.

Learning Outcome 2 - Indicative Content

Learners should consider the sources of data available to use in the development of a business plan including:

Internal data: sales, market, customer, financial data, data from HR, marketing (both qualitative and quantitative data) and management of risk.

External sources of information and data available to inform the business planning process including data from government, local authorities, membership organisations, sector bodies, proprietary databases.

Learners should consider basic principles of financial forecasting, why financial forecasting is important as a key management tool and how it relates to the business planning process. In addition, how financial forecasting is used to inform decision making, establish departmental and organisational budgets and establish targets for the business. Key components should include how it supports plan for investment or source funding,

The following financial statements should be covered: projected income statement; cash budget; projected sources and uses of funds statement; projected balance sheet.

Risk should also be covered in this unit: including: financial, reputational, environmental and operational.