



LIMPOPO
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF
EDUCATION

MOGALAKWENA DISTRICT

ECONOMIC AND MANAGEMENT SCIENCES: GRADE 9

TERM 3 PROJECT: 50 MARKS

MARKING GUIDELINES

BUSINESS PLAN



A business plan is a document in which a business opportunity, or a business that is already underway is described and analysed. The business technical, economic and financial feasibility is examined.

The business people submits the business plan to the banks or other financial institutions when they need financial assistance thus it must be drawn in such a way that it will convince the lenders or investors that the envisaged business have a good chance to be successful

Read the story below and answer questions that follow

MOKGADI' HOT DOGS



Mokgadi Mogale has been working in a restaurant for several years. Whilst working Mokgadi has learnt a number of receipts ranging from breakfast meals, lunch, snacks and deserts. In 2020 when the country was placed under lockdown due to COVID19 pandemic, Mokgadi like many other South Africans lost her job. In 2021 when the President lifted some of the restrictions Mokgadi started selling Hot dogs at the local taxi rank. Mokgadi's business is growing fast, she intends to extend the business, she wants to buy a container and other from which she can operate and also buy equipment and furniture for her business. She also intends adding scones, sandwiches, tea, coffee and soft drinks to her menu but she does not have enough funds to extend the business. She approaches the grade 9 EMS learners to help her develop a business plan that she can submit at ABSA bank to apply for financial assistance

INSTRUCTIONS

1. Work in groups of 6 members.
2. Select a group leader.
3. Each member must have her own copy of the group project
4. In your groups use the template provided to draw a business plan for Mokgadi.

THE BUSINESS PLAN

1	Name of the business. 4 marks	Mokgadi's Deli. ✓✓✓✓ Mokgadi's fast food. <i>Note: Any other relevant name must be accepted</i>
2	Name of the business owner.	Mokgadi ✓✓Mogale✓✓
3	Form of ownership. 4 marks	Sole trader. ✓✓✓✓
<p><i>Note:</i> -This is just a guideline be subjective when marking section 4-7 because learners might give different but relevant answers. -Some of the marks on the marking guideline are more than the marks on the rubric please adjust them depending on what the learners have written. Ensure that the total mark does not exceed the total mark allocated to each section.</p>		
4	Business Description. 8 Marks	
<p>Mokgadi's Deli/fast food is a supplier✓ of hot dog✓, scones✓, sandwiches✓, tea✓, coffee✓ and soft drinks✓. My customers are mainly taxi drivers and travellers travelling to and from Mokopane to other area. I also sell to families and businesses around the Mokopane.✓</p>		
5	Business Concept. 8 Marks	
<p>I identified the need for a supplier of quality and cheaper✓✓ fast food in Mogalakwena in 2021 after many small businesses collapsed during the lockdown✓✓. I also realised that the only surviving fast food suppliers are large businesses in the city centre and malls✓✓. I saw that as a business opportunity as people who are using taxis to travel find it difficult to reach the city centre.✓✓</p>		
6	Marketing Plan 8 Marks	
<p>Marketing Mix</p> <ul style="list-style-type: none"> - Product- I use good quality ingredients which we buy from reputable suppliers✓✓ - People- My target market are travellers families and individuals who cannot afford to buy food from expensive city centre and mall restaurants✓✓ - Packaging- I use clean environmentally friendly packaging. ✓✓ - Prices- My prices are low and affordable as I buy our ingredients from local suppliers thus do not pay much on transport✓✓ - Promotion- I distribute pamphlets on street corners, Facebook and Instagram and on the local radio station✓✓ 		
7	Business goals 8 Marks	
<p>In the next five years I intent to extent the business by opening another branch in Mokopane as there are two taxi rank✓✓ then expand branches to Lebowakgomo and Mookgopong✓✓. As the business grows I also plan to introduce franchising.✓✓This expansion will create more job opportunities in this area✓✓. The short term goal is to introduce delivery services were people/families can order through the phone.✓✓</p>		

8	SWOT Analysis 8 marks
Strength Experience I/Owner worked in a restaurant for many years. √√	Weakness Lack of funds to expand the business. √√
Opportunity Started selling only hot dogs but because of the increase in demand I am introducing new products. √√	Threat Many people are entering the food market because of high rate of unemployment thus competition is increasing. √√

MARKING RUBRIC

Criteria		Rating scores				Learners score	
		0	2	4			
1	Naming the business	Learner did not name the business.	Learner named the business but the name is not relevant to the products sold.	The name given to the business is relevant to products sold.			
2	Name of business owner	Learner did not identify name the business owner.	Learner identified the business owner but the name is incorrect.	Learner identified the business owner correctly.			
3	Form of ownership	Learner did not identify the form of ownership.	Learners identified an incorrect form of ownership.	Learner identified the correct form of ownership.			
4	Business Description	0	2	4	6	8	
		Learner did not attempt to describe the business.	Learner attempted to describe the business but the description is incorrect	Learner attempted to describe the business but made many errors.	Learner attempted to describe the business but made a minor errors	Learner described the business correctly.	
5	Business Concept	Learner did not attempt to explain the business concept.	Learner attempted to explain the business concept but the explanation is incorrect.	Learner attempted to explain the business concept but made many errors.	Learner attempted to explain the business concept but the made minor errors.	Learner explained the business concept correctly.	
6	Marketing strategy	Learner did not attempt to explain the marketing strategy.	Learner attempted to explain the marketing strategy but explained only one element of the marketing mix.	Learner attempted to explain the marketing strategy but explained only two elements of the marketing mix.	Learner attempted to explain the marketing strategy but the explained only three elements of the marketing mix.	Learner explained the marketing strategy correctly and explained all the elements of the marketing mix	
7	Goals of the business	Learner did not attempt to explain the goals of the business.	Learner attempted to explain the goal of the business but the explanation is incorrect	Learner attempted to explain the goal of but made a many errors	Learner attempted to explain the goals of the but the made a minor errors	Learner explained the goals of correctly	
8	SWOT Analysis	Learner did not attempt the SWOT analysis.	Learner attempted the SWOT analysis but analysed only one elements.	Learner attempted the SWOT analysis but analysed only two elements.	Learner attempted the SWOT analysis but analysed only three elements.	Learner did the SWOT analysis correctly. All four aspect are analysed.	
TOTAL						50	