



BSBESB401

Research and develop business plans

Assessment 1 of 2

Short Answer Questions



Assessment Instructions

Task overview

This assessment task is divided into nine (9) answer questions. Read each question carefully before typing your response in the space provided.

Assessment Information

Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment (e.g. allowing additional time)
- the evidence gathering techniques (e.g. oral rather than written questioning, use of a scribe, modifications to equipment)

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

Question 1

In the table below, in column 1, you will find the legal and compliance requirements relating to business operations to be included in a business plan. Research on the internet and provide an explanation for each legal and compliance requirement using your own words and the relevant legislation including a link of where this legislation can be found. For this question, it is recommended that you use the following websites:

- [The environment and your business | Business Queensland](#)
- [Equal opportunity and diversity | business.gov.au](#)
- [Work health and safety | business.gov.au](#)
- [Industrial relations | Business Queensland](#)

(Approximate word count: 200 – 300 words)

Assessor Instructions: Students must find the legal and compliance requirements relating to business operations to be included in a business plan. Research on the internet and provide an explanation for each legal and compliance requirement. For this question, it is recommended that the student uses the following websites:

- [The environment and your business | Business Queensland](#)
- [Equal opportunity and diversity | business.gov.au](#)
- [Work health and safety | business.gov.au](#)
- [Industrial relations | Business Queensland](#)

Students' words will vary but their answers need to reflect the concept in the sample answer below. Regarding the "relevant legislation" column, students' might pick a different law or act according to their area of jurisdiction.

A sample answer is provided below.

Legal and Compliance Requirements	Explanation	Relevant Legislation (and link)
1. Environmental Requirements	<p>Your business depends on and affects the environment in many ways. Being environmentally friendly can save you money, give you good publicity and even attract new customers.</p> <p>There are many ways that you can help protect the environment while reducing your own costs. For example, you could recycle products instead of buying new ones or save power by turning off machines that are not in use.</p> <p>An environmentally friendly business that uses resources efficiently is more sustainable and more likely to minimise the impact of environmental risks.</p>	<p>Environment Protection and Biodiversity Conservation Act 1999</p> <p>Link: Local government and Australian environment law - DAWE</p>

	<u>The environment and your business Business Queensland</u>	
2. Equal opportunity Requirements	<p>Diversity in the workplace means that you employ people from a wide range of backgrounds. Working with a team of diverse employees will enhance your business through different perspectives, experience and knowledge.</p> <p>In Australia, national and state laws cover equal employment opportunity and anti-discrimination in the workplace. As an employer, you must understand your rights and responsibilities under human rights and anti-discrimination law.</p> <p><u>Equal opportunity and diversity business.gov.au</u></p>	<p>The Equal Opportunity Act 2010</p> <p>Link: <u>The Equal Opportunity Act Victorian Equal Opportunity and Human Rights Commission</u></p>
3. Work Health and Safety (WHS) Requirements	<p>Work health and safety (WHS) – sometimes called occupational health and safety (OH&S) – involves the management of risks to the health and safety of everyone in your workplace. This includes the health and safety of anyone who does work for you as well as your customers, visitors and suppliers.</p> <p>It may initially cost money and time to implement safe practices and install safety equipment, but it is critical to the success of your business. Not taking action could also result in prosecution, fines and loss of your skilled staff.</p> <p><u>Work health and safety business.gov.au</u></p>	<p>Work Health and Safety Act 2011</p> <p>Link: <u>Work Health and Safety Act 2011 (legislation.gov.au)</u></p>
4. Industrial relations	<p>Industrial relations is the management of work-related obligations and entitlements between employers and their employees.</p> <p><u>Industrial relations Business Queensland</u></p>	<p>Industrial Relations Act 2016</p> <p>Link: <u>View - Queensland Legislation - Queensland Government</u></p>

Question 2

Provide the Workplace Health and Safety responsibilities and procedures for identifying hazards in the table below. In the first column, explain the employers' responsibilities and procedures and in the second column, provide the workers' responsibilities and procedures using your own words.

To answer this question, it is recommended that you use the website below:

[Work health and safety | business.gov.au](http://business.gov.au/work-health-and-safety)

(Approximate word count: 100 – 150 words)

Assessor Instructions: Students must provide the Workplace Health and Safety responsibilities and procedures for identifying hazards in the table below. In the first column, they need to explain the employers' responsibilities and procedures, and in the second column, they need to provide the workers' responsibilities and procedures.

To answer this question, it is recommended that the student uses the website below:

[Work health and safety | business.gov.au](http://business.gov.au/work-health-and-safety)

Students' words will vary but their answers need to reflect the concept in the sample answer below. They need to provide:

- An explanation of employers' responsibilities and workers' responsibilities
- All seven (7) points under the employers' procedures
- All four (4) points under the workers' procedures

A sample answer is provided below.

Employers' Responsibilities	Workers' Responsibilities
<p>You must put health and safety practices in place as soon as you start your business. Under Australian WHS laws, your business must ensure the health and safety of your workers and not put the health and safety of other people at risk.</p>	<p>People working in your business have WHS obligations to themselves and others at work.</p>
Employers' Procedures	Workers' Procedures
<p>To do this, you must:</p> <ul style="list-style-type: none"> • provide a safe work environment • provide and maintain safe machinery and structures • provide safe ways of working • ensure safe use, handling and storage of machinery, structures and substances • provide and maintain adequate facilities • provide any information, training, instruction or supervision needed for safety 	<p>They must:</p> <ul style="list-style-type: none"> • take care of their own health and safety • take care not to do anything that could hurt others • follow WHS instructions • follow the workplace's WHS policies and procedures.

<ul style="list-style-type: none"> • monitor the health of workers and conditions at the workplace. 	
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Question 3

Provide an explanation of each type of business planning in the table below using your own words. To answer this question, it is recommended that you use the information found in your learning material.

(Approximate word count: 350 – 400 words)

Assessor Instructions: Students must provide an explanation for each type of business planning.

To answer this question, it is recommended that they use the information provided in their Learning Material.

Students' words will vary but their answers need to reflect the concept in the sample answer below. Their answer needs to include:

- A definition for each type of business planning
- An explanation of the reason a company needs this type of planning
- All three (3) points of the importance of strategic planning
- All three (3) points of the importance of operational planning
- All four (4) points of the importance of financial planning
- All four (4) points of the importance of marketing planning

A sample answer is provided below.

Type of business planning	What is it?	Why does a company need it?
Feasibility studies	A feasibility study is an analysis that considers all of a project's relevant factors—including economic, technical, legal, and scheduling considerations—to ascertain the likelihood of completing the project successfully.	Every company needs a feasibility study to help answer whether or not a proposed project or idea should go forward by determining whether the project or plan is practical and doable. A feasibility study can identify the strengths and weaknesses of the proposed plan.

Strategic planning	Strategic planning is the process of creating business strategies, implementing them, and evaluating the results after executing them regarding the overall business goals and desired outcomes.	Strategic planning is very important as: <ul style="list-style-type: none"> • it helps the company create strategies using a systematic approach. • it enhances communication between employers and workers. • it empowers the employees working in the business as it shows them how they can contribute to overall business success.
Operational planning	An operational plan sets out the tasks that a business needs to perform in order to reach a certain outcome.	As a business, it is important to have a clear direction of the tasks and responsibilities you want to achieve. It can also help the business: <ul style="list-style-type: none"> • improve your chances of financial success. • navigate your business towards specific goals • overcome the obstacles that may arise along the way.
Financial planning	Financial planning is the process of managing your finances or the company's finances so you can achieve your goals while negotiating the financial barrier that may arise.	Financial planning is very beneficial for a business as it helps: <ul style="list-style-type: none"> • to have a clear idea of its finances. • to create a structure of when and how the funds can or should be spent. • to avoid unnecessary spending. • to generate more capital structure (debt-equity ratio).
Marketing planning	Marketing planning is the process of defining the marketing goals of the company and organising	Marketing planning is very beneficial as it helps the business: <ul style="list-style-type: none"> • grow its brand.

	strategies of marketing strategies and methods to achieve them.	<ul style="list-style-type: none">• manage marketing budget effectively.• generate leads.• increase sales.
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Question 4

There are three (3) main factors that can affect the structure of a business plan. In the table below, provide an explanation of each factor and an example of how they can affect the plan using your own words. To answer this question, it is recommended that you use the information found in your learning material.

(Approximate word count: 150 – 250 words)

Assessor Instructions: Students must provide an explanation for each factor and how it can affect the plan. but their answers need to reflect the concept in the sample answer below. Their answer needs to include:

- An explanation of each factor
- An example of how each factor can affect the structure of the plan

To answer this question, it is recommended that they use the information provided in their Learning Material.

A sample answer is provided below.

Factor	What is it?	How can it affect the plan? Provide an example.
The purpose of the plan	The purpose of a business plan is to outline the company's goals and strategies and the steps needed to reach them. Depending on the goals and the strategies, the plan's structure will be different.	For example, if the purpose is to increase profits, then the strategies will need to focus on how that can be achieved, and the marketing activities will need to be built around this goal.
The target audience	The target audience is the group of people that have been identified as potential customers for the company. Depending on the target audience, the structure of the plan will be different.	For example, if the target audience is people between 19 – 25, marketing activities could be mainly conducted through social media. However, if the target audience is people 55 – 70, advertising will need to focus on using different media such as television, magazines, or newspapers.
Desired outcomes	Desired outcomes are the goals that a company wishes to achieve. Every business aspect should contribute to achieving these outcomes, and therefore it is important that the structure of the company's business plan aligns with these outcomes.	For example, if one of the desired outcomes is environmental sustainability, then the business plan should include a section explaining how this desired outcome will be achieved.

Question 5

There are five (5) key components of a business plan. In the table below provide a description for each one of them using your own words. To answer this question, it is recommended that you use the information found in your learning material.

(Approximate table count: 300 - 350 words)

Assessor Instructions: Students must provide a description of each key component of a business plan. Students' words will vary but their answers need to reflect the concept in the sample answer below. Their answer needs to include:

- An explanation of each key component
- The two different types of sources of finance and the two different types of the cost of finance
- Separately define marketing strategies and marketing methods
- An explanation of the staffing requirements
- A definition of the contingency plan

To answer this question, it is recommended that they use the information provided in their learning material.

A sample answer is provided below.

Key Components of a Business Plan	
<p>1. Sources and costs of finance to provide required liquidity and profitability for the business</p>	<p>There are two (2) different types of sources of finance to provide liquidity and profitability for the business:</p> <ol style="list-style-type: none"> a. Source of debt finance where money is provided by an external lender, such as a bank, building society or credit union. This type of finance source includes financial institutions, retailers, suppliers, and finance companies, b. Sources of equity finance where the money is sourced from within your business. This type of finance source includes self-funding, private investors, venture capitalists, stock market, government, and crowdfunding <p>There are two (2) different types of cost of finance for the business:</p> <ol style="list-style-type: none"> a. Cost of debt is the average interest rate your company pays across all of its debts: loans, bonds, credit card interest, etc. b. Cost of equity is the rate of return a company pays out to equity investors.
<p>2. Marketing strategies and methods to promote market exposure of business</p>	<p>Marketing strategies are long-term planning of the business objectives that the company wants to achieve.</p> <p>Marketing methods are ways designed to help the business achieve its objectives. Common marketing methods include:</p> <ul style="list-style-type: none"> • Digital marketing • Social media marketing • Content marketing • Product marketing

<p>3. Methods or means of production or operation required for business</p>	<p>Methods or means of production or operation describe the physical necessities of the business' operation, such as the physical location, facilities, and equipment. Depending on what kind of business it is, it may also include information about inventory requirements, suppliers, and a description of the manufacturing process.</p>
<p>4. Staffing requirements to effectively produce or deliver products and services</p>	<p>This key component of the business plan looks at the direction of the business and identifies the skills you'll need to support that focus. You can then see if you lack any of the necessary skills and start drawing up a plan of action now. This might involve hiring new people, or you might decide to upskill and retrain existing staff.</p>
<p>5. Contingency plan</p>	<p>Contingency planning is a process of creating a strategy to help your business proactively respond to a scenario (or scenarios) that can negatively affect business operations.</p>

Question 6

List and explain the six (6) steps required to research and develop your business plan using your own words. For this question, it is recommended that you use the information found in your learning material.

(Approximate table count: 350 - 450 words)

Assessor Instructions: Students must provide all the six (6) steps found their learning material and more specifically in [Develop your business plan | business.gov.au](https://www.business.gov.au) (the website is included in their learning material) and provide an explanation for each step using their own words. Students' words will vary but their answers need to reflect the concept in the sample answer below. Their answer needs to include:

- All six (6) steps
- An explanation for each step

A sample answer is provided below.

Step (6 steps)	Explanation
1. Determine what your plan is for	<p>Does your business plan have more than one purpose? Will you use it internally, or will you share it externally, for example, with potential investors or banks?</p> <p>Deciding what the purpose is can help you develop your plan for the right audience. If the plan has been developed for third parties, you will need to determine what they'll be most interested in.</p>
2. Prepare your finances	<p>If you're looking for finance, lenders and investors will want to know if your finances are in order and your business is in a strong financial position. They'll want to know how much money you currently have, how much money you need and how much you expect to make in the near future. While a bit of extra funding will help you ensure you're covered for unexpected costs, be realistic and avoid asking for more than you need.</p>
3. Write your summary last	<p>Summarise the main points of your business plan using as few words as possible. You want to get to the point but not overlook important facts. This is your opportunity to sell yourself, but don't overdo it. The summary should include details about your business, market, goals and what makes you different from other businesses.</p>
4. Get help	<p>Don't leave your business plan to the last minute. It takes time, research and careful preparation to develop an effective business plan.</p> <p>If you aren't confident in completing the plan yourself, consider getting a professional to look over it and provide advice.</p> <p>There are a number of government services available to help you plan, start or grow your business. These</p>

	services can provide general advice, workshops, seminars and networking events and can even match you with a mentor or business coach.
5. Review your plan regularly	As your business changes, your plan will need to change to ensure your business is still heading in the right direction. Having your plan up to date can keep you focused on where you are heading. It's a good idea to keep a record of each version of your business plan.
6. Protect your plan	Having an understanding with third parties when distributing a plan could be enough protection for some businesses. But if you have innovative business practices, products or services, you may want people to sign a confidentiality agreement to protect your innovations. It may also be a good idea to include some words in your plan, asking the reader not to disclose the details of your plan.

Question 7

Explain the three (3) common types of business risks in the table below and provide an example for each type of risk. For this question, it is recommended that you use the following website:

[Business risks | business.gov.au](https://www.business.gov.au)

(Approximate table count: 200 - 250 words)

Assessor Instructions: Students must explain the three (3) common types of business risks in the table below and provide an example for each type of risk. For this question, it is recommended that the students use the following website:

[Business risks | business.gov.au](https://www.business.gov.au)

Students' words will vary but their answers need to reflect the concept in the sample answer below. Their answer needs to include:

- An explanation for each type of risk
- One example for each type of risk

A sample answer is provided below.

Type of Risk	Explanation	Example
Opportunity-based risks	This type of risk comes from taking one opportunity over others. By deciding to commit your resources to one opportunity, you risk: <ul style="list-style-type: none"> • missing a better opportunity • getting an unexpected result. 	Opportunity-based risks for a business include: <ul style="list-style-type: none"> • moving a business to a different location, • buying a new property, or • selling a new product or service.

<p>Uncertainty-based risks</p>	<p>This type of risk is from uncertainty around unknown or unexpected events. It's hard to predict these events and the damage they can cause. It's also hard to control the damage once they occur.</p>	<p>Examples of uncertainty-based risks include:</p> <ul style="list-style-type: none"> • damage by fire, flood or other natural disasters • unexpected financial loss due to an economic downturn or bankruptcy of other businesses that owe you money • loss of important suppliers or customers • decrease in market share because new competitors or products enter the market court action.
<p>Hazard-based risks</p>	<p>These types of risks come from dangerous situations in the workplace.</p>	<p>Some common examples include:</p> <ul style="list-style-type: none"> • physical hazards caused by high noise levels, extreme weather or other environmental factors • equipment hazards caused by faulty equipment or poor processes when using equipment such as machinery • chemical hazards caused by improper storage or use of flammable, poisonous, toxic or carcinogenic chemicals • biological hazards caused by viruses, bacteria, fungi or pests • ergonomic hazards caused by poor workplace design, layout or equipment use • psychological hazards caused by bullying and harassment, discrimination, heavy workload or mismatch of employee skills with job duties

Question 8

Explain the four (4) risk management strategies and provide an example for each one of them in the table below using their own words. For this question is recommended that you use the information found in your learning material.

(Approximate table count: 200 - 300 words)

Assessor Instructions: Students must explain the four (4) risk management strategies and provide an example for each one of them in the table below. For this question is recommended that the students use the information found in your learning material.

Students' words will vary but their answers need to reflect the concept in the sample answer below. Their answer needs to include:

- An explanation for each risk management strategy
- An example for each strategy

A sample answer is provided below.

Risk Management Strategy	Explanation	Example
Avoid risk	Risk avoidance is an action that avoids any exposure to the risk whatsoever.	An example of risk avoidance is when the company shuts down a construction site in bad weather to avoid the risk that someone getting hurt.
Reduce or mitigate risk	Risk reduction or mitigation is the most common risk management strategy used by businesses. This strategy limits a company's exposure by taking some action.	An example of risk limitation would be a company accepting that a disk drive may fail and avoiding a long period of failure by having backups.
Transfer risk	Risk transference is the involvement of handing risk off to a willing third party.	For example, numerous companies outsource certain operations such as customer service, payroll services, etc. This can be beneficial for a company if a transferred risk is not a core competency of that company. It can also be used so a company can focus more on its core competencies.
Accept risk	Risk acceptance does not reduce any effects; however, it is still considered a strategy. This strategy is a common option when the cost of other risk management options such as	A company that doesn't want to spend a lot of money on avoiding risks that do not have a high possibility of occurring will use the risk acceptance strategy.

	avoidance or limitation may outweigh the cost of the risk itself.	
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Question 9

Explain the purpose of the four (4) common workplace procedures listed in the table below using your own words. For this question it is recommended that you use the information found in your learning material.

(Approximate table count: 250 - 350 words)

Assessor Instructions: Students must explain the purpose of the four (4) common workplace procedures in the table below. For this question it is recommended that the students use the information found in their learning material.

Students' words will vary but their answers need to reflect the concept in the sample answer below.

A sample answer is provided below.

Workplace Procedure	Purpose
Assessing and prioritising internal and external risks to business	<p>Apart from being a legal requirement, the purpose of assessing and prioritising the risks that your workforce is exposed to is essential as:</p> <ul style="list-style-type: none"> • It protects your staff's health and safety • It helps you avoid unnecessary costs • It reduces your legal liability • It improves your processes
Establishing resource requirements aligned to business goals and objectives, including for calculating staffing requirements to produce or deliver products and/or services	<p>The purpose of establishing resources requirements aligned to business goals and objectives is really important as it:</p> <ul style="list-style-type: none"> • Maximises resource efficiency. It helps you see how much time your people and tools are engaged in any given task. And will help make the most out of the resources available to you. • Helps you have an overview of the project. An overview allows you to track team and project progress, giving everyone better visibility and keeping you all up to date. • Prevents miscommunication mishaps • Gives you the ideal opportunity to understand the actual timeline of a project. • Helps you take control. Control allows you to measure resource performance. Which helps you make the best choices for your company. In turn, this can help grow and expand your business.

<p>Developing a business contingency plan for unexpected events and situations</p>	<p>The purpose of developing a business contingency plan is imperative as it:</p> <ul style="list-style-type: none"> • Helps you identify potential problems and take action to prevent them • Gives clear instructions on what to do if an incident does take place • Ensures that anyone can deal with an incident even if the primary responsibility holder isn't available at the time
<p>Developing risk management strategies</p>	<p>The purpose of risk management strategies is that they offer several benefits for every business as they help you deal with all identified risks. Like the contingency plan, having risk management strategies developed ensures anyone can deal with the risk. It gives a clear idea of the best way to deal with each risk according to its type and nature. Common risk management strategies include:</p> <ul style="list-style-type: none"> • Avoid the risk • Mitigate the risk • Transfer the risk • Accept the risk

Assessment checklist:

Students must have completed all questions within this assessment before submitting. This includes:

1	Nine (9) short answer questions to be completed in the spaces provided.	<input type="checkbox"/>
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Congratulations you have reached the end of Assessment 1!

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