




YOU MUST HAND IN YOUR WORK BY TO

	HOW LONG should this assignment take?	Every person works at his / her own pace. As a guide, this should take you 4 hours to read and research and another 8 hours to write your answers and discuss them with your tutor.
	HOW will I be assessed?	Your tutor will assess your work. He / she will give you feedback on how you have done. If your work needs further work to be passed, then you will be given the chance to do further work to bring it "up to scratch". For more details, please refer to your music provider's own guidance.
	WHAT do I do now?	Read the TASKS below. Then read the NOTES AND GUIDANCE section Carry out the TASKS

TASKS

1 Ask yourself the ‘Tough Questions’ on P30. Discuss your answers with people you trust and your music provider.
Write your responses here:

What is the real reason behind wanting to become self-employed?

Have you got staying power?

Are you self motivated?

Can you do without a regular income?

Can you adapt?

Can you cope with the physical demands?

How much do you know about yourself?

Can you take risks?

- 2 **Create a business plan**
You are seriously thinking about becoming self-employed. You have an idea for a business and need to raise money to get it started.
Read the Notes and Guidance section carefully, then start to create a short summary business plan, using the following headings.

BUSINESS PLAN SECTION	EXPLANATION
INTRODUCTION (200 words)	A brief summary of who you are, what you are trying to do, how the business works and how much money you need.
THE BUSINESS (200 - 300 words)	More detail on what it is you want to do – what type of product or service you are offering – what experience you have in this field – how the business actually works and what type of business it will be.
THE MARKET Go to Q3 for help with this	More detail on your customers – who they are – and how many of them exist? – who is your competition and what makes you different? (Market Research)
YOUR PLAN (200 - 400 words) Go to Q4 for help with this	How will you actually make it all work – what are the timescales, what exact steps will you take and in what order, what resources do you require? What will be your marketing strategy? Where do you want the business to be in 3-5 years?
THE FINANCIALS	More detail on your current financial position, your projected sales figures and cashflows for 1-3 years.

You should tackle each section separately, using the information supplied in Notes and Guidance.

- 3 **Market research** is a crucial part of the business plan. Prepare the ‘Market Research’ section in Q2 by answering the following questions:
- MARKET RESEARCH MEANS:**
- Who are your customers?**
Find out more about your customers.
Who are they, what type of people, what age groups, gender, location?
- What is the market size?**
How many potential customers do you have?
Try to find out how many REAL customers your competitors have, this will give you an indication of how many customer you can expect to target.
- Who are your competitors?**
Analyse the competition.
For example, if you were looking to set up as a guitar tutor, look in the Yellow Pages, search the internet, speak to friends and colleagues, search local newspapers and adverts in shop windows.
Try and test out competitors – speak to them or visit them – get others to try their service or product out.
- What makes you different?**
Have you spotted any flaws in your competitors?
Are they too expensive?
Are they too far away?
Do they have a poor reputation?
Work on your strengths and try to differentiate yourself from your competitors.
Remember that your competitors probably have more experience than you, so don’t underestimate them.
- 4 Now prepare a marketing strategy and a cashflow for your business plan, based on information in the Notes and Guidance.
Your marketing strategy is a plan for how you are going to find your customers and sell to them.
Your cashflow gives an indication of how much money you are hoping to generate and what level of profit you expect.
- 5 You should now have created all the component parts of a business plan. Put them all together into one document and hand it into your tutor.

WELL DONE, THAT'S THE END OF THIS ASSIGNMENT. CHECK IT AND HAND IT IN!