



BUSINESS PLAN REPORT : XPRESSCO PRINT SDN BHD

Faculty : FACULTY OF BUSINESS MANAGEMENT
Program : BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MANAGEMENT OF HUMAN RESOURCES
Program Code : BM243
Course : PRINCIPLE OF ENTREPRENEURSHIP
Course Code : ENT530
Semester : 05
Group Name : NBH6B
Group Members :

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|--|-------------------|
| 1. Ain Nur Najwa Atiqah Binti Mohd Tarmizi | 2015653074 |
| 2. Nur Syafiqah Binti Samsudin | 2015459704 |
| 3. Nur Syafiqah Binti Ali | 2015414948 |

Lecturer's Name : Hjh. Zanariah Binti Zainal Abidin



**FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA, MALAYSIA**

**RUBRIC
PRINCIPLES OF ENTREPRENEURSHIP
ENT530**

**BY
RASLAN BIN NORDIN
RESOURCE PERSON**



BUSINESS PLANNING RUBRICS

Course Name: Principles of Entrepreneurship	Student's Name: Ain Nur Najwa Atiqah Binti Mohd Tarmizi Nur Syafiqah Samsudin Nur Syafiqah Ali	Lecturer's Name: Pn. Zanariah Binti Zainal Abidin
Course Code: ENT530	Student's ID: 2015653074 2015459704 2015414948	Group: NBH6B

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	C	P	A	Weighted Marks Obtained (%)
Preliminary Materials: <ul style="list-style-type: none"> • Cover & title page • Cover letter • Executive summary • Table of contents 	10	0 – 2 marks	3 – 4 marks	5 – 6 marks	7 – 8 marks	9 – 10 marks				
		Poor understanding on the preliminary materials.	Moderate understand on the preliminary materials	Satisfactory understanding on the preliminary materials.	Good understanding on the preliminary materials.	Excellent understanding on the preliminary materials.			A3	
Main Body of the Business Plan: <ul style="list-style-type: none"> • Company Profile • Environmental and Industry Analysis • Description of Venture • Production Plan • Operations Plan • Marketing Plan • Organizational Plan • Assessment of Risk • Financial Plan 	50	0 – 10 marks	11 – 20 marks	21 – 30 marks	31 – 40 marks	41 – 50 marks				
		<ul style="list-style-type: none"> • The main body of the Business plan is poorly presented. • Many key elements are not highlighted 	<ul style="list-style-type: none"> • The main body of the Business plan is moderately presented. • Few key elements are highlighted 	<ul style="list-style-type: none"> • The main body of the Business Plan is satisfactorily presented. • Fairly highlight key elements 	<ul style="list-style-type: none"> • The main body of the Business Plant is highly satisfactorily presented. • Good in highlighting key elements 	<ul style="list-style-type: none"> • The main body of the Business Plan is excellently presented. • Key elements are excellently highlighted. 			A3	
Conclusion	15	0 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks	13 – 15 marks				
		Unclear conclusion	Moderate	Satisfactory	Good conclusion	Excellent			A3	

		on the Business plan	conclusion on the Business plan	conclusion on the Business plan	on the Business plan	conclusion on the Business plan				
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Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	C	P	A	Weighted Marks Obtained (%)
Writing Style, Spelling & Grammar	15	0 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks	13 – 15 marks			A3	
		Writing lacks sentence variety and few grammatical errors	Sentences were somewhat varied, and inappropriate with minimal grammatical errors	Sentences were correctly constructed	Sentences were correctly constructed and well-articulated	Sentences were well written and expressed				
Teamwork (Group Work)	10	0 – 2 marks	3 – 4 marks	5 – 6 marks	7 – 8 marks	9 – 10 marks			A3	
		Never contribute ideas and perform tasks	Rarely contribute ideas and perform tasks	Occasionally contribute ideas and perform task	Usually contribute ideas, perform tasks, tolerant and fair decision	Routinely contribute constructive ideas, perform all tasks, high tolerance and outstanding decision				
Total:	100									/100