

Dear Students,

1. Please see what is required of you below. You should download the Assignment Brief and submit with the assignment. Please ensure that your work is properly edited and professional in appearance and organization.
 2. Please include the fully completed templates (worksheet provided to you in-class).
 3. The minimum word requirement for P5 is 750 words, and M4, D3 and M5 are 400 words each. For D4 provide strengths and weaknesses (benefits, risks, and limitations).
 4. For P6, create the pre and post launch plan, guided by the template used in the class exercises.
 5. Complete fully and submit the monthly cash budget, guided by the template used in the class exercises.
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LO3 Explain and justify appropriate promotional activities to support the launch

- P5 Explain different promotional activities and channels that will support the launch and justify their choice
- P6 Develop appropriate promotional activities plan for both launch and pre-launch
- M4 Evaluate appropriate promotional activities plan for both launch and pre-launch
- D3 Critically evaluate the different promotional activities to support justifications

LO4 Suggest an appropriate legal form and compile a budget for launch

- P7 Produce an itemized monthly cash budget for the pre-launch phase of the venture (the first 12–18 months preceding launch)
- P8 Suggest an appropriate legal form for the venture, stating why it has been chosen
- M5 Justify an itemized monthly cash budget, showing one-off costs, ongoing costs and anticipated income post and pre-launch
- D4 Create a pre- and post-launch monthly itemized cash budget based on financial resources, including key budget categories and sub-categories, with contingency measures for anticipated outcome

SUBMISSION DEADLINE FOR LO3 AND LO4

- *August 25, 2020*