

# QFT1 – QFT1 TASK 1

BUSINESS - IT MANAGEMENT CAPSTONE WRITTEN PROJECT – QFT1  
PRFA – QFT1

## COMPETENCIES

### 981.1.1: Capstone

The graduate integrates and synthesizes competencies from across the degree program and thereby demonstrates the ability to participate in and contribute value to the chosen professional field.

## INTRODUCTION

For the capstone project, you will create a business plan for a hypothetical start-up company using the scenarios provided below. In the business plan, you will need to demonstrate the integration and synthesis of competencies in all domains required for your degree program.

## SCENARIO

Select the business plan scenario assigned to your degree program from the list below:

Information Technology Management Majors:

Develop a business plan for a start-up company that sells computer services, equipment, or software. Select the type of products that the company will offer. The products can be real or potential.

Marketing Management Majors:

Develop a business plan for a start-up company that provides some type of marketing product or service (e.g., advertising campaigns, sales, online promotions). Select the type of products or services that the company will offer. The products can be real or potential.

Accounting Majors:

Develop a business plan for a start-up company that offers some type of accounting service. The type of services offered could include bookkeeping, auditing, tax preparation, accounting software, or some other type of current or potential service.

Finance Majors:

Develop a business plan for a start-up company that offers some type of financial service. The products or services provided by the company might include banking, financial planning, investments, stockbroking, mortgage lending, etc.

Management Majors:

Develop a business plan for a start-up company that plans to sell a product or service in a local market, in a national market, or on the Internet. Select one of your favorite products as the basis for the company, or invent a product.

Human Resource Management Majors:

Develop a business plan for a company that offers human resources products or services. Examples might include a temporary or staffing agency, a benefits consultant, a training company, etc.

## REQUIREMENTS

*Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. An originality report is provided when you submit your task that can be used as a guide.*

*You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.*

Create a business plan for your hypothetical start-up company in which you do the following:

*Note: You are required to utilize both the attached "Business Plan Template" and the attached "Financial Plan Template" in creating your business plan. If the attached WGU templates are not completed and submitted, your work will automatically be returned to you without being evaluated. These templates are located in the "Supporting Documents" section of the Capstone instructions .*

A. Write an executive summary (*suggested length of 1–2 pages*) in which you do the following:

1. Identify the company's name and location.
2. Describe the mission of the company.
3. Discuss **two** business goals in support of the company's mission.
4. Discuss **three** keys to success for the company.

B. Write a company summary (*suggested length of 4–6 pages*) in which you do the following:

1. Describe the history of the industry in which the company will operate.

*Note: Cite data and examples from your organization to support your analysis.*

2. Identify the legal form that the company will take.
3. Describe the location and type of facilities needed for the company.
4. Describe the management structure, including key positions and specific responsibilities.
5. Describe the products and services offered by the company.

C. Develop a market analysis (*suggested length of 3–5 pages*) in which you do the following:

1. Describe the target market for the company's products and services, including the specific location, demographics, etc.

*Note: Cite data and examples from your organization to support your analysis.*

2. Complete an industry analysis for the company, including current trends and statistics.

3. Complete a four-square SWOT analysis for the company in which you do the following:
  - a. Identify **three** strengths, **three** weaknesses, **three** opportunities, and **three** threats.
  - b. Explain *each* of the identified strengths, weaknesses, opportunities, and threats.
- D. Develop a market strategy (suggested length of 3–6 pages) in which you do the following:
  1. Discuss *each* of the **four** Ps of marketing as they relate to the company's products and services.
  2. Develop a price list for the company's products and services.
  3. Develop a promotional strategy including specific tasks, target dates, and responsible parties.
  4. Develop a monthly sales forecast for the first year of operations, including a discussion of expected market conditions.

*Note: The sales forecast will be used as the basis for your revenue in your financial statements.*

- E. Develop an implementation strategy in which you do the following:
  1. Summarize the overall strategy that will be utilized to launch your business, including target dates and goals for implementation.
  2. Develop a post-launch monitoring plan (e.g., financial impact, quality control, customer satisfaction, monitoring schedule) to evaluate the success of the company in meeting milestones.
- F. Calculate and develop the financial statements and projections for the first year of business by doing the following:
  1. Develop a month-by-month forecasted profit and loss statement using an estimate of revenues and operating costs based on the sales forecast.
  2. Develop a forecasted balance sheet for the end of year one.
- G. Write a financial report (*suggested length of 1–2 pages*) in which you do the following:
  1. Summarize the financial projections and the assumptions used in estimating the financial statements.
  2. Describe the company's financial position at the end of the first year.
  3. Describe the company's initial and future estimated capital/investment needs.
- H. When you use sources, include all in-text citations and references in APA format.

## File Restrictions

File name may contain only letters, numbers, spaces, and these symbols: ! - \_ . \* ' ( )

File size limit: 200 MB

File types allowed: doc, docx, rtf, xls, xlsx, ppt, pptx, odt, pdf, txt, qt, mov, mpg, avi, mp3, wav, mp4, wma, flv, asf, mpeg, wmv, m4v, svg, tif, tiff, jpeg, jpg, gif, png, zip, rar, tar, 7z

## RUBRIC

ARTICULATION OF RESPONSE (CLARITY, ORGANIZATION, WORD USAGE, EASE OF UNDERSTANDABILITY):

### UNACCEPTABLE

There is no evidence of response to the prompts.

### NEEDS REVISION

The articulation of the response is weak.

### MEETS STANDARD

The articulation of the response is adequate.

### EXEMPLARY

The articulation of the response is skillful.

ACCURACY OF MECHANICS (GRAMMAR, PUNCTUATION, SPELLING):

**UNACCEPTABLE**

The work includes several major errors that disrupt the meaning or flow of the response.

**NEEDS REVISION**

The work includes a few major errors and/or many minor errors that interfere with the clarity of the response.

**MEETS STANDARD**

The work includes a few minor errors but no readily detectable major errors.

**EXEMPLARY**

The work includes no readily detectable major or minor errors.

A1:BUSINESS IDENTIFICATION

**UNACCEPTABLE**

The candidate does not identify the company's name or location.

**NEEDS REVISION**

Not applicable.

**MEETS STANDARD**

Not applicable.

**EXEMPLARY**

The candidate identifies the company's name and location.

A2:MISSION

**UNACCEPTABLE**

The candidate does not describe the mission of the company.

**NEEDS REVISION**

The candidate provides an imprecise description of the mission of the company.

**MEETS STANDARD**

The candidate provides a reasonable description of the mission of the company.

**EXEMPLARY**

The candidate provides a precise description of the mission of the company.

A3:BUSINESS GOALS

**UNACCEPTABLE**

The candidate does not provide a discussion of any business goals in support of the company's mission.

**NEEDS REVISION**

The candidate provides a logical discussion of 1 business goal in support of the company's mission.

**MEETS STANDARD**

Not applicable.

**EXEMPLARY**

The candidate provides a logical discussion of 2 business goals in support of the company's mission.

A4:KEYS TO SUCCESS

**UNACCEPTABLE**

The candidate does not provide a logical

**NEEDS REVISION**

The candidate provides a logical discus-

**MEETS STANDARD**

Not applicable.

**EXEMPLARY**

The candidate provides a logical discussion of 3

discussion of any keys to success for the company.

sion of 1-2 keys to success for the company.

keys to success for the company.

#### B1:INDUSTRY HISTORY

##### **UNACCEPTABLE**

The candidate does not describe the history of the industry in which the company will operate.

##### **NEEDS REVISION**

The candidate provides an imprecise description of the history of the industry in which the company will operate.

##### **MEETS STANDARD**

The candidate provides a reasonable description of the history of the industry in which the company will operate.

##### **EXEMPLARY**

The candidate provides a precise description of the history of the industry in which the company will operate.

#### B2:LEGAL FORM

##### **UNACCEPTABLE**

The candidate does not identify an appropriate legal form for the company to take.

##### **NEEDS REVISION**

Not applicable.

##### **MEETS STANDARD**

Not applicable.

##### **EXEMPLARY**

The candidate identifies an appropriate legal form for the company to take.

#### B3:LOCATION AND FACILITIES

##### **UNACCEPTABLE**

The candidate does not describe the location and type of facilities needed for the company.

##### **NEEDS REVISION**

The candidate provides an imprecise description of the location and type of facilities needed for the company.

##### **MEETS STANDARD**

The candidate provides a reasonable description of the location and type of facilities needed for the company.

##### **EXEMPLARY**

The candidate provides a precise description of the location and type of facilities needed for the company.

#### B4:MANAGEMENT STRUCTURE

##### **UNACCEPTABLE**

The candidate does not describe the management structure, including key positions and specific responsibilities.

##### **NEEDS REVISION**

The candidate provides an imprecise description of the management structure, including key positions and specific responsibilities.

##### **MEETS STANDARD**

The candidate provides a reasonable description of the management structure, including key positions and specific responsibilities.

##### **EXEMPLARY**

The candidate provides a precise description of the management structure, including key positions and specific responsibilities.

**B5:PRODUCTS AND SERVICES**

**UNACCEPTABLE**

The candidate does not describe the products and services offered by the company.

**NEEDS REVISION**

The candidate provides an imprecise description of the products and services offered by the company.

**MEETS STANDARD**

The candidate provides a reasonable description of the products and services offered by the company.

**EXEMPLARY**

The candidate provides a precise description of the products and services offered by the company.

**C1:TARGET MARKET**

**UNACCEPTABLE**

The candidate does not describe the target market for the company's products and services, including the specific location, demographics, etc.

**NEEDS REVISION**

The candidate provides an imprecise description of the target market for the company's products and services, including the specific location, demographics, etc.

**MEETS STANDARD**

The candidate provides a reasonable description of the target market for the company's products and services, including the specific location, demographics, etc.

**EXEMPLARY**

The candidate provides a precise description of the target market for the company's products and services, including the specific location, demographics, etc.

**C2:INDUSTRY ANALYSIS**

**UNACCEPTABLE**

The candidate does not complete an appropriate industry analysis for the company, including current trends and statistics.

**NEEDS REVISION**

Not applicable.

**MEETS STANDARD**

Not applicable.

**EXEMPLARY**

The candidate completes an appropriate industry analysis for the company, including current trends and statistics.

**C3A:SWOT**

**UNACCEPTABLE**

The candidate does not complete a plausible four-square SWOT for the company in which the candidate identifies 3 strengths, 3 weaknesses, 3 opportunities, and 3 threats.

**NEEDS REVISION**

Not applicable.

**MEETS STANDARD**

Not applicable.

**EXEMPLARY**

The candidate completes a plausible four-square SWOT for the company in which the candidate identifies 3 strengths, 3 weaknesses, 3 opportunities, and 3 threats.

C3B:EXPLANATION OF SWOT ANALYSIS

**UNACCEPTABLE**

The candidate does not explain each of the identified strengths, weaknesses, opportunities, and threats.

**NEEDS REVISION**

The candidate provides an illogical explanation of each of the identified strengths, weaknesses, opportunities, and threats.

**MEETS STANDARD**

The candidate provides a logical explanation of each of the identified strengths, weaknesses, opportunities, and threats.

**EXEMPLARY**

The candidate provides a credible and well-supported explanation of each of the identified strengths, weaknesses, opportunities, and threats.

D1:FOUR PS

**UNACCEPTABLE**

The candidate does not provide a logical discussion of any of the 4 Ps of marketing as they relate to the company's products and services.

**NEEDS REVISION**

The candidate provides a logical discussion of 1-3 of the 4 Ps of marketing as they relate to the company's products and services.

**MEETS STANDARD**

Not applicable.

**EXEMPLARY**

The candidate provides a logical discussion of all 4 of the 4 Ps of marketing as they relate to the company's products and services.

D2:PRICE LIST

**UNACCEPTABLE**

The candidate does not provide an appropriate price list for the company's products and services.

**NEEDS REVISION**

The candidate provides an appropriate price list, with insufficient detail, for the company's products and services.

**MEETS STANDARD**

Not applicable.

**EXEMPLARY**

The candidate provides an appropriate price list, with sufficient detail, for the company's products and services.

D3:PROMOTIONAL STRATEGY

**UNACCEPTABLE**

The candidate does not provide an appropriate promotional strategy including specific tasks, target dates, and responsible parties.

**NEEDS REVISION**

The candidate provides an appropriate promotional strategy, with insufficient detail, including specific tasks, target dates, and responsible parties.

**MEETS STANDARD**

Not applicable.

**EXEMPLARY**

The candidate provides an appropriate promotional strategy, with sufficient detail, including specific tasks, target dates, and responsible parties.

#### D4:SALES FORECAST

##### **UNACCEPTABLE**

The candidate does not provide an appropriate monthly sales forecast for the first year of operations, including a discussion of expected market conditions.

##### **NEEDS REVISION**

The candidate provides an appropriate monthly sales forecast, with insufficient detail, for the first year of operations, including a discussion of expected market conditions.

##### **MEETS STANDARD**

Not applicable.

##### **EXEMPLARY**

The candidate provides an appropriate monthly sales forecast, with sufficient detail, for the first year of operations, including a discussion of expected market conditions.

#### E1:OVERALL STRATEGY

##### **UNACCEPTABLE**

The candidate does not provide a summary of the overall strategy that will be utilized to launch the business, including target dates and goals for implementation.

##### **NEEDS REVISION**

The candidate provides an imprecise summary of the overall strategy that will be utilized to launch the business, including target dates and goals for implementation.

##### **MEETS STANDARD**

The candidate provides a reasonable summary of the overall strategy that will be utilized to launch the business, including target dates and goals for implementation.

##### **EXEMPLARY**

The candidate provides a precise summary of the overall strategy that will be utilized to launch the business, including target dates and goals for implementation.

#### E2:MONITORING PLAN

##### **UNACCEPTABLE**

The candidate does not provide a post-launch monitoring plan to evaluate the success of the company in meeting milestones.

##### **NEEDS REVISION**

The candidate provides an imprecise post-launch monitoring plan to evaluate the success of the company in meeting milestones.

##### **MEETS STANDARD**

The candidate provides a reasonable post-launch monitoring plan to evaluate the success of the company in meeting milestones.

##### **EXEMPLARY**

The candidate provides a precise post-launch monitoring plan to evaluate the success of the company in meeting milestones.

#### F1:PROFIT AND LOSS STATEMENT

##### **UNACCEPTABLE**

The candidate does not provide an appropriate month-by-month forecasted profit and loss state-

##### **NEEDS REVISION**

Not applicable.

##### **MEETS STANDARD**

Not applicable.

##### **EXEMPLARY**

The candidate provides an appropriate month-by-month forecasted profit and loss statement using an estimate

ment using an estimate of revenues and operating costs based on the sales forecast.

of revenues and operating costs based on the sales forecast.

## F2:FORECASTED BALANCE SHEET

### UNACCEPTABLE

The candidate does not provide an appropriate forecasted balance sheet for the end of year one.

### NEEDS REVISION

Not applicable.

### MEETS STANDARD

Not applicable.

### EXEMPLARY

The candidate provides an appropriate forecasted balance sheet for the end of year one.

## G1:FINANCIAL PROJECTIONS

### UNACCEPTABLE

The candidate does not provide a summary of the financial projections and assumptions used in estimating the financial statements.

### NEEDS REVISION

The candidate provides an imprecise summary of the financial projections and assumptions used in estimating the financial statements.

### MEETS STANDARD

The candidate provides a reasonable summary of the financial projections and assumptions used in estimating the financial statements.

### EXEMPLARY

The candidate provides a precise summary of the financial projections and assumptions used in estimating the financial statements.

## G2:FINANCIAL POSITION

### UNACCEPTABLE

The candidate does not describe the company's financial position at the end of the first year.

### NEEDS REVISION

The candidate provides an imprecise description of the company's financial position at the end of the first year.

### MEETS STANDARD

The candidate provides a reasonable description of the company's financial position at the end of the first year.

### EXEMPLARY

The candidate provides a precise description of the company's financial position at the end of the first year.

## G3:CAPITAL/INVESTMENT NEEDS

### UNACCEPTABLE

The candidate does not describe the company's initial and future estimated capital/investment needs.

### NEEDS REVISION

The candidate provides an imprecise description of the company's initial and future estimated capital/investment needs.

### MEETS STANDARD

The candidate provides a reasonable description of the company's initial and future estimated

### EXEMPLARY

The candidate provides a precise description of the company's initial and future estimated capital/investment needs.

capital/investment needs.

#### H:SOURCES

##### **UNACCEPTABLE**

When the candidate uses sources, the candidate does not provide in-text citations and references for each source used.

##### **NEEDS REVISION**

When the candidate uses sources, the candidate provides appropriate in-text citations and references with major deviations from APA style.

##### **MEETS STANDARD**

When the candidate uses sources, the candidate provides appropriate in-text citations and references with minor deviations from APA style.

##### **EXEMPLARY**

When the candidate uses sources, the candidate provides appropriate in-text citations and references with no readily detectable deviations from APA style, OR the candidate does not use sources.

## SUPPORTING DOCUMENTS

[Business Plan Template.docx](#)

[Financial\\_Template.xls](#)