Business Practice Assignment for Complementary Therapies

One of the most useful units of this course is the Business assignment because it seriously makes you think of what your name would be for your business, what you need to buy, what legislation you need to know about. What are Fixed and Variable costs etc. It is extremely thorough and by the end of your course this could seriously become a reality.

Within your assignment you need to write a minimum of 60 words under each heading, with the exception of the Missing statement which is normally short, sharp and snappy:

- Mission statement
- Market research
- Competitor analysis
- Premises and location
- Corporate image and design - Marketing and publicity material, stationery
- Products, services and prices
- Fixed and variable costs
- Staffing requirements and employment opportunities
- SWOT analysis
- Risk analysis
- Marketing and publicity
- Finance – start up and running costs
- Additional professional services
- Legal requirements
- Security and data protection
- Customer Service and communication

and include a variety of the following formats and demonstrate some IT skills, although it can be written and drawn and does not have to be done on a computer.

- Written report, minimum of 60 words
- Written survey
- Chart
- Spider diagram
- Graph
- Other pictorial presentation
- 3D-model

Should be presented at the back of your case study folder, hole punched and not stapled or in plastic wallets, to aid your tutor and examiner with marking.

Gail's Tips: I recommend you start thinking about names and collecting competitor brochures and information early for this assignment as it can be time consuming. Needs to be done and handed in for marking on your second module or emailing in advance to your tutor for feedback!