

Assignment Assessment Form

iUCT34 – Business Practice for Complementary Therapies

	Written Word	Chart	Spider Diagram	Other Pictorial Presentation	3D Model	Date Accepted
1.Mission statement						
2.Market research						
3.Competitor analysis						
4.Premises/location						
5.Corporate image and design – marketing and publicity material, business stationery						
6.Products, services and prices						
7.Fixed and variable costs						
8.Staffing requirements and employment opportunities						
9.SWOT analysis						
10.Risk analysis						
11.Marketing and publicity						
12.Finance – start up and running costs						
13.Additional professional services						
14.Legal requirements						
15.Security and data protection						
16.Customer service and communication						
Assignment Completed					Pass	

Learner name: _____

Learner signature: _____ Date: _____

Lecturer/assessor name: _____

Lecturer/assessor signature: _____ Date: _____

External examiner name: _____

External examiner signature: _____ Date: _____