
Assignment Guidance Form

iUCT34 – Business practice for complementary therapies

Plan and prepare an appropriate business plan for a potential complementary therapy practice
This must include the following:

1. Mission statement
2. Market research
3. Competitor analysis
4. Premises and location
5. Corporate image and design
 - a. Marketing and publicity material
 - b. 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

This assignment may be presented in any of the following formats and may include some ICT:

- Written report
- Written survey
- Chart
- Spider diagram
- Graph
- Other pictorial presentation
- 3D-model