
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:

- Mission statement
- Market research
- Competitor analysis
- Premises and location
- Corporate image and design
 - Marketing and publicity material
 - Business 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

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

Document History

Version	Issue Date	Changes	Role
v1	09/10/2019	First published	Qualifications and Regulation Co-ordinator