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| --- | --- | --- | --- | --- |
| **Business Plan Rubric Components** | **Meets expectations** | **Expectations partially met** | **Student struggles to demonstrate this skill or knowledge** |  |
| **Cover Page, Table of Contents, Appendix, formatting**: *Cover page lists all company information, the table of contents is complete and follows formatting conventions. There are no spelling or grammatical errors. Appendix and sources are properly listed and cited. Report is professional, easy to read and logically organized.* |  |  |  | /10 |
| **Mission and Culture:** *Mission Statement is specific and clearly states the driving motivation behind the company.* |  |  |  | /3 |
| **Executive Summary: A Snapshot of Your Business** *Executive Summary answers who will manage the business, what the business will do and what is the owner asking for in the plan. When will the plan be implemented and how will the business succeed. The Executive Summary creates interest and curiosity in the reader.* |  |  |  | /5 |
| **Company Organization:** *owners, shareholders, investors, employees and other stakeholders, legal structure* |  |  |  | /2 |
| **Opportunity Analysis and Market Research** *Industry and Environmental analysis is complete. Proof of market investigation is present. Your target market segments are described, a competitive analysis is complete and conclusions are clear. PEST, SWOT, market survey (with analysis) are included, along with evaluations and conclusions.* |  |  |  | /20 |
| **Marketing Strategy and Plan**: **Reaching Customers** *marketing mix clearly outlines your competitive advantage. A comprehensive marketing plan is evident. There are several modalities utilizing print, free promotion and paid advertising. Efforts to reach the market market are creative and comprehensive. All aspects of design are described and rationalized. Samples of logo and advertising or promotions (possibly by way of story boarding) are included and are of high quality.* |  |  |  | /25 |
| **Financial Analysis and Projections:**  *Start up and operating costs are clearly identified.* *Fixed and variable costs are specified. Where start up capital will come from, how it will be structured and how it will be paid back are clearly planned out. Cash flow is outlined and includes both a worst case and best case scenario (and what would lead to each; what would be the implications of each). Theoretical income statement for the end of the year is present. Plan for profit/loss are in place. Distribution of profits to owners or shareholders are explained.* |  |  |  | /10 |
| **Appendices:** *Supporting documents (market survey, drafts of logos, bibliography, contract for service).* |  |  |  | /5 |
| **Presentation:** *Speaks loudly and clearly while presenting, maintains relaxed body language and eye contact with audience while presenting, answers questions from judges with confidence and poise, creates visually engaging slides with limited text, creates slides that reflect their brand identity in color scheme, design, and tone* |  |  |  | /20 |
| Total: |  |  |  | /100 |
| Comments: | | | | |