

FBLA BUSINESS PLAN CLASS PROJECT

This event recognizes FBLA members that demonstrate an understanding and mastery of the process required to develop and implement a new business venture.

As a start, we will “outline” our business concept using MS Word, Publisher and PowerPoint to flesh-out the ideas, issues, and considerations necessary to make our proposed business concept successful. An effective business plan must include the following information:

REMEMBER, WE WILL WORK AS A CLASS ON THIS PROJECT---WE WILL BE DIVIDED INTO TEAMS (MARKETING, DESIGN/LAYOUT, LOGISTICS/OPERATIONS, and FINANCE)

- 1) **Executive Summary**—provides a brief synopsis of the key points and strengths included in the plan. This, plus the Mission Statement, Motto, Logo, etc. convinces the reader to read the rest of the report.
- 2) **Company Description**—includes the basic details of the business. Provides an overview of the business, its location, and its legal structure and organization.
- 3) **Industry Analysis**—provides an analysis of the larger industry to which the business will belong. Analyzes key trends and players in the industry. Demonstrates an understanding and awareness of external business conditions.
- 4) **Target Market**—provides a brief overview of the nature and accessibility of the target market.
- 5) **Competitive Analysis**—includes an honest and complete analysis of the business’ competition. Demonstrates an understanding of the business’ relative strengths and weaknesses.
- 6) **Marketing Plan and Sales Strategy**—demonstrates how the business’ product or service will be marketed and sold. Includes both strategic and tactical elements of the marketing and sales approach.
- 7) **Operations**—provides an overview of the way the business will operate on a day-to-day basis. Includes production processes, physical facility review, utilization of technology, and processes followed to ensure delivery of products or services.
- 8) **Management and Organization**—describes the key participants in the new business venture. Identifies the human resources the business can draw upon either as part of the management team, employee pool, consultants, directors, or advisers and the role each will play in the business’ development. Discusses compensation and incentives and details decision-making processes.
- 9) **Long-Term Development**—gives a clear vision for where the business will be in three, five, or more years. Demonstrates an honest and complete evaluation of the business’ potential for success and failure. Identifies priorities for directing future business activities.
- 10) **Financials**—indicates the accounting methodology to be used by the business. Discusses any assumptions made in projecting future financial results. Presents projections honestly and conservatively.
- 11) **Supplemental/Attachments**—Charts, forms, pictures, industry trade magazine articles, literature, etc. that supports key elements of your plan.

In addition, many business plans include copies of key supporting documents (e.g. certifications,

licenses, tax requirements, codes, etc.) in an appendix. Other examples of these documents might include letters of intent or advance contracts, product technical descriptions and/or illustrations, endorsements, etc.

PROJECT REGULATIONS

Report format must adhere to the following guidelines:

- a. Report must include a table of contents and front and back covers. A title page, divider pages, and appendices are optional.
A(1) Alternate Format: MS PowerPoint Presentation with all FBLA categories as above, using the rubric below.
 - b. **Report must not exceed thirty (30) pages [or Power Point slides]**, including the title page, table of contents, divider pages, and appendices. Front and back covers are **not** counted in the page limit. **MS Publisher Tri-Fold Brochure** summarizes Business Plan For Potential Investors.
 - c. Pages must be standard 8 1/2" by 11" paper. If PPT is used, print in "handout" form with six [6] slides per page.
 - d. Pages must not be laminated or bound in sheet protectors. Covers must not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover.
 - e. Report may be single- or double-spaced.
 - f. Report format must follow the same sequence shown on the rating sheet below. If information is not available for a particular criterion, include a statement to that effect in the report.
 - g. Each side of the paper providing information is counted as a page [ergo if double-sided printing is used].
 - h. Covers must contain the name of the school, the school's city and state, the name of your business, and the year. It may also include additional information but is **not** counted in the page limit. **Note:** Cut out cover stock covers are allowed, but the page containing the cover information would then be counted in the page count.
 - i. Report cover must be of a weight such as cover stock, index stock, or card stock. It must not exceed 9 1/2" by 12". No items, such as labels or decals, may be attached to the front cover.
 - j. Final report must be bound (e.g. tape binding, spiral binding). Two- or three-ring covers are not acceptable.
 - k. Valuable items should not be included with the report. Copies should be sent rather than important original documents.
 - l. No items may be attached to any page in the report. Scrapbooks and loose or bulky exhibits are not acceptable.
- Projects must describe the **class proposed business ventures**. The business venture must also be currently viable and realistic.

PROCEDURE

Report format must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, an appropriate statement should be included in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format. **Creativity through design and use of meaningful graphics is encouraged.**

INITIAL DUE DATES

☒ MS Power Point—due Monday, August -19th

- ☒ **MS Publisher Tri-Fold Brochure—due Friday, September -27th**
- ☒ **Three Panel POSTER...Extra Credit— due Monday, May-19th**

SCORING

Based upon the written documentation or Power Point applied to the below rubric. The content of each report will be evaluated by the criteria identified in the rubric rating sheet.

FBLA BUSINESS PLAN—RUBRIC

Written Report Rating Sheet

| CONTENT Evaluation Item | Not Demos trated | Does Not Meet Expecta tions | Meets Expecta tions | Exceeds Expecta tions | Points Earned |
|--|---------------------------------|--|------------------------------------|--------------------------------------|--------------------------|
| Executive Summary <ul style="list-style-type: none"> •Convinces reader that business concept is sound and has a reasonable chance of success * Mission Statement, Logo, Motto, Colors, etc. •Is concise and effectively written | 0 | 1-7 | 8-14 | 15-20 | |
| Company Description <ul style="list-style-type: none"> •Legal form of business •Effective date of business •Company mission statement/vision •Company governance •Company location(s) •Immediate development goals •Overview of company's financial status | 0 | 1-5 | 6-10 | 11-15 | |
| Industry Analysis <ul style="list-style-type: none"> •Description of industry (size, growth rates, nature of competition, history) •Trends and strategic opportunities within industry | 0 | 1-5 | 6-10 | 11-15 | |
| Target Market <ul style="list-style-type: none"> •Target market defined (size, growth potential, needs) •Effective analysis of market's potential, current patterns, and sensitivities | 0 | 1-5 | 6-10 | 11-15 | |
| Competition <ul style="list-style-type: none"> •Key competitors identified •Effective analysis of competitors' strengths and weaknesses •Potential future competitors •Barriers to entry for new competitors identified | 0 | 1-5 | 6-10 | 11-15 | |
| Marketing Plan and Sales Strategy <ul style="list-style-type: none"> •Key message to be communicated identified •Options for message delivery identified and analyzed •Sales procedures and methods defined | 0 | 1-5 | 6-10 | 11-15 | |

| | | | | | |
|--|---|-----|------|-------|--|
| Operations <ul style="list-style-type: none"> •Business facilities described •Production plan defined and analyzed •Workforce plan defined and analyzed •Impact of Technology | 0 | 1-5 | 6-10 | 11-15 | |
|--|---|-----|------|-------|--|

FBLA BUSINESS PLAN—RUBRIC [CONT'D]

Written Report Rating Sheet (cont.)

| Evaluation Item | Not Demonstrated | Does Not Meet Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|--|------------------|----------------------------|--------------------|----------------------|---------------|
| Management and Organization <ul style="list-style-type: none"> •Key employees/principals identified and described •Board of directors, advisory committee, consultants, and other human resources identified and described •Plan for identifying, recruiting, and securing key participants described •Compensation and incentives plan | 0 | 1-5 | 6-10 | 11-15 | |
| Long-term Development <ul style="list-style-type: none"> •Long-term goals identified and documented •Risks and potential adverse results identified and analyzed •Strategy in place to take business toward long-term goals | 0 | 1-5 | 6-10 | 11-15 | |
| Financials <ul style="list-style-type: none"> •Type of accounting system to be used identified •Financial projections appear sound and reasonable •Assumptions clearly identified •Appropriate metrics provided to allow for effective evaluation | 0 | 1-7 | 8-14 | 15-20 | |
| Supporting Documents <ul style="list-style-type: none"> •e.g. certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, endorsements, etc. | 0 | 1-5 | 6-10 | 11-15 | |

FORMAT OF REPORT

| | | | | | |
|---|---|-----|-----|------|--|
| Clear and concise presentation with logical arrangements of information | 0 | 1-3 | 4-7 | 8-10 | |
| Creativity of written presentation, design, and graphics | 0 | 1-2 | 3-4 | 5 | |
| Correct grammar, punctuation, spelling, and acceptable business style | 0 | 1-3 | 4-7 | 8-10 | |

| | |
|---------------------|----------------|
| TOTAL POINTS | 200 max |
|---------------------|----------------|

Member(s): _____
School: _____
City: _____ State: _____
Judge's Signature: _____