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| **Business Plan Rubric**  0 = no evidence  1 = little evidence major flaws 2 = adequate minimum standards 3 = Research well done, few minor omissions, met standards 4 = Research well done, exceeded minimum standards | **Points = 440** |
| **Cover Page** All information present, including:  Your name Company’s name  Company logo Address  Telephone number Fax number E-mail address Date | 0 1 2 3 4 |
| **Table Of Contents** Includes each major section. Includes page numbers. Organized and neat. | 0 1 2 3 4 |
| **Executive Summary** Each key section briefly summarized.  Specifically answers:  What business are you in? Who is on the team? Where will you locate and why? What is your product/service? How much capital will be needed? Why we should invest in your company? Length is one to three pages long. | 0 1 2 3 4 |
| **Business Description** Includes: Complete and accurate overview of industry Mission statement Explanation for the business type, legal structure, name, and location chosen. Description of the product/service,why it is needed and what makes it unique.  Describe the company's position and pricing strategy. | 0 1 2 3 4 |
| **Market Analysis** Includes: Customer profile - who are they, where are they, what do they need, where do they currently buy? Research market demographics.  Research competiton. What are their strengths and weaknesses? Research labor availibility. Estimate sales. | 0 1 2 3 4 |
| **Sales and Marketing** How will you get potential customers to buy your product? Develop a sales strategy. Define your channel of distribution. Research various advertising medias. Select two medias for your business and state why. Create two advertisements. Create a promotional strategy. | 0 1 2 3 4 |
| **Management** Who are the managers? What is their area of responsibility? Who are the owners? | 0 1 2 3 4 |
| **Financials** Identify your risks. Identify your potential expenses and capital requirements. Create your financial statements - cash flow, income and balance sheet. | 0 1 2 3 4 |
| **Bibliography** All information sources are properly cited so that audiance can determine validity. Use MLA format. | 0 1 2 3 4 |
| **Report Mechanics** Check for spelling, capitalization, punctuation, and sentence structure. Slide show should include | 0 1 2 3 4 |
| **Report Format** Must be no less than fifteen typed pages. This is in addition to the cover page, table of contents and bibliography. Font size 12, Times New Roman. Double space. 1" margins. Bold and Underline the heading for each section. | 0 1 2 3 4 |