

General Business						
Business Plan						
Grade Rubric						
Points Possible						
10	Page 1: Cover Page					
5		○ Business name				
5		○ Owner's name(s)				
5		○ Location of Business				
5		○ Owner's Contact Information				
5		○ Date Submitted				
Page 2: Executive Summary						
25		○ Provide a Statement that briefly described the entire business plan. This summary should be thorough enough that if it were the only thing read in the entire business plan, it would also provide the reader what he or she needs to know about the business. It should also encourage the reader to continue reading the rest of the plan.				
Page 3: Description of Business and Marketing Plan						
10		Description of Business				
5		○ What type of Business is your company?				
5		○ Why do you see this business as an opportunity?				
5		○ Will the business be for profit or not for profit?				
10		Marketing Plan				
5		What products or services will you offer?				
5		Who are your customers, and what are their needs?				
5		Who are your competitors?				
5		What are your competitors' strengths and weaknesses?				
5		What are your businesses strengths and weaknesses?				
5		How are you going to price your products and services?				
5		What methods will you use to advertise?				
5		Will you have a specific brand or slogan?				
5		Is there a demand for your type of business?				

Page 4: Operations/Suppliers/ Source of Materials + Management

10		Operations/Suppliers/Source of Materials		
10		o Where will you locate your business? Why?		
10		o What is your cost per item? (ie. cost of production)?		
		How do you keep costs to a minimum?		
5		o Will you make your own items?		
5		o Where will you get materials or supplies?		
5		o How will you track inventory?		
5		o What will be your hours of operation?		
5		o How will you get your product to your customers?		
5		o What type of equipment do you have or will you need?		
10		Management		
5		o What will be your role in managing the business?		
5		o Will there be any other owners or partners?		
5		o Who will run your business on a daily basis?		
5		o Will you hire other employees? If so, how many?		
5		o What will be the organizational reporting structure for your business? (that is, who will report to whom?)		
5		o Who will you reach out to as mentors?		
Page 5: Financial Plan + One Year Budget				
10		Financial Plan		
5		o What are your start-up costs?		
5		o Will you take out any loans, and if so, with whom and for how much?		
5		o Who are your investors?		
5		o What sources of funding do you currently have?		
5		o What are your projected sales?		
5		o How will you ensure your own bills are paid on time?		
5		o How long will it be before you will start making a profit?		
5		o How will you measure your business's success?		
5		o What will you pay yourself or your employees in wages?		
10		One Year Budget		
5		o What is your budget for the next full year?		
5		o How did you arrive at that budget?		
5		o What specific items are included in your budget and what does each cost?		
25		o Include a chart/spreadsheet of your first year's budget amounts including projected profit		

Page 6: Technology						
5	○ How will your business utilize technology in its daily operations?					
5	○ What types of technology will be used?					
5	○ How will technology assist you in capturing new business?					
5	○ How will technology assist you in keeping your business in northwest Kansas, or more specifically, within your county?					
Timeliness						
50	○ Completed Plan turned in by due date (10/29/15)					
Presentation						
25	Presents Business Plan to local judge comment					
10	Presents Business Plan at Regional Competition (Stockton)					
Partnership						
25	Worked cooperatively with partners throughout development process (teacher observed)					
25	Partnership Group Points					
500	Total Points Possible					
Extra Credit						
Place at local presentation-1st-25, 2nd-15, 3rd-10						
Place at regional competition--1st-50, 2nd-30, 3rd-20/Marketing=50						