



FBLA BUSINESS PLAN

Performance Rating Sheet

Preliminary Round Final Round

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	5	○	10	○	15	○		
Describes business concept and company profile	No evidence of business concept or company profile		Business concept OR company profile described		Business concept AND company profile explained		Business concept and company profile explained including how the concept matches the profile			
	0	○	5	○	10	○	15	○		
Explains marketing aspects of business	No marketing evident		One aspect of marketing explained		Two aspects of marketing explained		Three or more aspects of marketing to increase company performance explained			
	0	○	5	○	10	○	15	○		
Describes operations and management plans	No evidence of company, operations plan, or management plan		Description of operations OR management plan		Description of operations and management plan		Detailed description of operations and management with plan for future growth			
	0	○	5	○	10	○	15	○		
Provides information on financial documents and projections	No evidence of financial documents or company projections received		Provides information on at least one financial document OR one projection		Provides information on two financial documents and at least one projection		Provides information on at least three financial documents and at least three projections			
	0	○	3	○	7	○	10	○		
Identifies and analyzes risks and adverse results and provides plan to avoid adverse results	No evidence of risks or adverse results		One risk OR adverse result is given; no evidence of planning		Two risks and at least one adverse result identified; includes a plan with at least one step to avoid adverse results		Three risks and at least one adverse result identified; includes a plan with at least two steps to avoid adverse results			
	0	○	3	○	7	○	10	○		
Identifies long-term goals	No goals identified		Only one goal identified		Two goals identified		Three or more goals identified with specific plan to achieve the goals			
	0	○	3	○	7	○	10	○		

Delivery Skills

Statements are well-organized and clearly stated	Presenter(s) did not appear prepared		Presenter(s) were prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence, statements were well organized			
	0	○	3	○	7	○	10	○		
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, and good voice projection		Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness			
	0	○	1	○	3	○	5	○		
Demonstrates the ability to effectively answer questions	Unable to answer questions		Does not completely answer questions		Completely answers questions		Interacted with the judges in the process of completely answering questions			
	0	○	3	○	7	○	10	○		
Performance Subtotal (100 max)										

Penalty Points (Mark all that apply)

Time over 7 minutes	-5	○	Dress Code not followed	-5	○	Event Guidelines not followed	-5	○	Total Penalty	-	
									Performance Total		
									Report Total (200 max)		
									Grand Total		

Name(s): _____

School: _____

State: _____

Judge's Signature: _____

Date: _____



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Report Rating Sheet

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	5	○	10	○	15	○		
Provide brief and concise Executive Summary Convince reader that business concept is sound and has a reasonable chance of success	No Executive Summary is given		Executive Summary is provided but does not show evidence of sound business concept OR reasonable chance of success		Executive Summary is provided AND shows evidence of sound business concepts and reasonable chance of success		Executive Summary serves as a strong introduction and transitions into the remainder of the report			
	0	○	5	○	10	○	15	○		
Develop Company Profile 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	More than one of the components listed is not addressed		Description of one or more components is limited OR one or more components is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	○	5	○	10	○	15	○		
Present Industry Analysis Description of industry (size, growth rates, nature of competition, history) Trends and strategic opportunities within industry	More than one of the components listed is not addressed		Description of one or more components is limited OR one or more components is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	○	5	○	10	○	15	○		
Present Target Market Target market defined (size, growth potential, needs) Effective analysis of market's potential, current patterns, and sensitivities	More than one of the components listed is not addressed		Description of one or more components is limited OR one component is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	○	5	○	10	○	15	○		
Discuss Competition Key competitors identified Effective analysis of competitors' strengths and weaknesses Potential future competitors Barriers to entry for new competitors identified	More than one of the components listed is not addressed		Description of one or more components is limited OR one component is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	○	5	○	10	○	15	○		
Share Marketing Plan and Sales Strategy Key message to be communicated identified Options for message delivery identified and analyzed including Web process Sales procedures and methods defined	More than one of the components listed is not addressed		Description of one or more components is limited OR one component is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	○	5	○	10	○	15	○		
Describe Operations Business facilities described Production plan defined and analyzed Workforce plan defined and analyzed Impact of technology	More than one of the components listed is not addressed		Description of one or more components is limited OR one component is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	○	5	○	10	○	15	○		



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Report Rating Sheet (continued)

<p>Discuss Management and Organization</p> <p>Key employees/principals identified and described</p> <p>Board of directors, advisory committee, consultants, and other human resources identified and described</p> <p>Plan for identifying, recruiting, and securing key participants described</p> <p>Compensation and incentives plan</p>	More than one of the components listed is not addressed		Description of one or more components is limited OR one component is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	<input type="radio"/>	5	<input type="radio"/>	10	<input type="radio"/>	15	<input type="radio"/>		
<p>Provide Long-term Development</p> <p>Goals for three, five, or more years are identified and documented</p> <p>Risks and potential adverse results identified and analyzed</p> <p>Strategy in place to take business toward long-term goals</p>	More than one of the components listed is not addressed		Description of one or more components is limited OR one component is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	<input type="radio"/>	7	<input type="radio"/>	14	<input type="radio"/>	20	<input type="radio"/>		
<p>Show Financials</p> <p>Type of accounting system to be used is identified</p> <p>Financial projections are included and reasonable</p> <ul style="list-style-type: none"> •Year 1 monthly cash flow •Year 1 monthly income statement •Yearly income statements for Years 1, 3, and 5 	More than one of the components listed is not addressed		Description of one or more components is limited OR one component is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	<input type="radio"/>	7	<input type="radio"/>	14	<input type="radio"/>	20	<input type="radio"/>		
<p>Include supporting documentation including a Work Cited page</p>	More than one of the components listed is not addressed		Description of one or more components is limited OR one component is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	<input type="radio"/>	5	<input type="radio"/>	10	<input type="radio"/>	15	<input type="radio"/>		

Report Format

<p>Arrange information according to rating sheet (See above Expectation Items)</p>	Missing one or more sections and/or does not follow rating sheet		All information presented, but order inconsistent with rating sheet		Information arranged according to the rating sheet		Presented in the correct order and includes written transitions between sections			
	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>		
<p>Format and design a business report</p>	Does not format document		Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos		Consistent formatting throughout the report		Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting			
	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>		
<p>Include correct grammar, punctuation, and spelling</p>	More than 5 grammar, punctuation, or spelling errors		3-4 grammar, punctuation, or spelling errors		No spelling errors, and not more than 2 grammar or punctuation errors		No spelling errors, and not more than one grammar or punctuation error			
	0	<input type="radio"/>	1	<input type="radio"/>	3	<input type="radio"/>	5	<input type="radio"/>		
Report Subtotal (200 max)										

Penalty Points

Report Guidelines not followed	-5	<input type="radio"/>	Total Penalty	-	
			Grand Total (200 max)		

Name(s) _____

School: _____

State: _____

Judge's Signature: _____

Date: _____