



PBL SMALL BUSINESS MANAGEMENT PLAN

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Executive Summary <ul style="list-style-type: none"> Convinces reader business concept is sound and has a reasonable chance of success 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	1-7	8-14	15-20	
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 and use of technology 	0	1-5	6-10	11-15	
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	

(continued on next page)

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 is identified and realistic • Reasonable financial projections, including monthly cash flow projections • Financial assumptions clearly identified 	0	1-7	8-14	15-20	
Supporting Documents <ul style="list-style-type: none"> • May include works cited page, certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, endorsements, etc. 	0	1-5	6-10	11-15	
Report Format					
Clear and concise presentation with logical arrangements of information following the rating sheet categories	0	1-3	4-7	8-10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-3	4-7	8-10	
Subtotal					/200 max.
Penalty Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> over thirty (30) pages, <input type="checkbox"/> no page numbers <input type="checkbox"/> report format does not follow rating sheet					
Total Points					/200 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



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Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of plan development and strategies used to implement plan	0	1-3	4-7	8-10	
Marketing aspects of business are thoroughly covered	0	1-3	4-7	8-10	
Description of operations and management plans	0	1-5	6-10	11-15	
Financial documents and projections are reasonable and easy to understand	0	1-5	6-10	11-15	
Risks are anticipated and analyzed	0	1-5	6-10	11-15	
Long-term goals are identified and reasonable	0	1-3	4-7	8-10	
Comments					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Comments					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Report Score					/200 max.
Final Score (add total points and report score)					/300 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments: