**Business Plan Presentation Grade Sheet**

Student Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Hour:\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_/25 Business Plan w/documents spiral bound and ready to present

\_\_\_\_/25 PowerPoint Outline

\_\_\_\_/5 Formal Introduction of “self”

\_\_\_\_/5 Mission Statement

\_\_\_\_/20 Executive Summary (overview, why chosen, legal structure, location,

 competitors, and self analysis)

\_\_\_\_/5 Philosophy of Business

\_\_\_\_10 SWOT Analysis

\_\_\_\_/5 Research/Survey Results

\_\_\_\_/5 Target Market

\_\_\_\_/5 Organizational Chart (can include employees, job descriptions, etc.)

\_\_\_\_/20 Marketing Plan

\_\_\_\_/25 Advertising -—showcase business cards, invoice, letterhead, grand opening

 board, website, etc.

\_\_\_\_/25 Commercial Presented

\_\_\_\_/25 Web Page Presented

\_\_\_\_/5 Branding

\_\_\_\_/5 Positioning

\_\_\_\_/5 Distribution Channels

\_\_\_\_/5 Financial Need

\_\_\_\_/5 Exit Strategy

\_\_\_\_/5 References

Question and Answer Time:

\_\_\_\_/15 What you learned from completing this project

 What was the most difficult part of this project

 What was the most enjoyable part of this project

 If you had to do this over again, would you choose the same business or choose a

 different one? Explain.

 What are your future plans—Connect Marketing/DECA to these plans

\_\_\_\_/250 TOTAL BUSINESS PLAN PRESENTATION SCORE