

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