

DOMESTIC BUSINESS - BUS450

PowerPoint Business Plan Project Evaluation Rubric

Student: _____

Evaluator: _____

Date: _____

For each of the business plan component areas (evaluation dimensions) identified below, an evaluation rubric will be used to assess the student's work by specifying a score based on the performance ratings and descriptors delineated in the rubric form and supplying relevant comments in the space provided. A total of 24 points can be received in each plan area.

Executive Summary: This section should briefly summarize each section of the business plan. The executive summary should provide an overview of the business and should outline and describe key points and issues.

Business Description: This section should provide a description of the business or idea, and should incorporate the following elements:

- ☐ Company's Mission, Vision, Goals, and Objectives
- ☐ Summary of Overall Strategic Direction
- ☐ Reasons for Starting the Business
- ☐ Description of Product or Service Offered
- ☐ Business Model
- ☐ Company's Value Proposition

Industry Analysis: This section should provide a description and analysis of (i) the industry in which the company will be operating, (ii) the target market, and (iii) the company's major competitors. The section should incorporate descriptions and analyses of the following elements:

- ☐ Industry Size, Segments, and Maturity
- ☐ Opportunities and Threats in the Industry, including Barriers to Entry
- ☐ Major Competitors, including their Market Shares, Markets Served, Strategies Employed, and Expected Response to Entry
- ☐ Overall Trends and Outlook for the Industry
- ☐ Target Market and Consumer Demographics, including Market Niche in which the Company Will Operate
- ☐ The Company's Competitive Advantages and their Likely Impacts on its Success

Management Plan: This section should provide a description of the proposed organizational structure of the company and the ways in which the company will be managed. The description should incorporate the following elements:

- ☐ Form of Ownership and Reasons for Choice of Ownership Form
- ☐ Organizational Structure/Chart
- ☐ Qualifications, Experience, Expertise, and Roles of Members of the Management Team
- ☐ Other Stakeholders (e.g., Board of Directors, Advisory Boards, etc.)
- ☐ Professional Service Firms Providing Management Support (e.g., accounting, customer service, legal counsel, etc.)

Marketing Plan: This section should provide a description of the ways in which the company will market its good or service. The description should incorporate the following elements:

- ☐ Overall Marketing Strategy
- ☐ Marketing Mix (Product, Pricing, Place, Promotion, Advertising, Distribution Channels, Media Usage, Public Relations, Web/Social Media Presence, etc.)

- ☐ Sales Management, including Sales Planning, Sales Approach, and Sales Force
- ☐ Marketing Plan Budget

Operational Plan: This section should provide a description of the resources and processes needed (i) for the day-to-day functioning of the company and (ii) in order to support the company's strategic goals and objectives. The description should incorporate the following elements:

- ☐ Human Resource Needs
- ☐ Physical Facilities Requirements
- ☐ Technological Resource Needs
- ☐ Logistics and Supply Chain Management Plan
- ☐ Implementation Timetables
- ☐ Processes for Monitoring Progress

Financial Plan: This section should provide a description and analysis of both the initial and ongoing financing and financial management of the company. The section should incorporate descriptions and analyses of the following elements:

- ☐ Possible Sources of Initial Financing
- ☐ Sales Forecasts
- ☐ Income Projections
- ☐ Pro-Forma Financial Statements
- ☐ Break-Even Analysis
- ☐ Capital Budget

Furthermore, in each business plan component area identified above, the student should also be mindful to use proper grammar, spelling, and punctuation. This area can receive a total of 32 points.

Business Plan Grading Rubric				
Evaluation Dimensions	Performance Rating			Score
	Needs Improvement 1 - 8	Acceptable 9 - 16	Exemplary 17 -24	
Business Plan Component Areas – Grading Criteria				
Executive Summary	Executive summary does not present a clear overview of the business; main points are not outlined, or cannot be understood	Executive summary provides a satisfactory overview of the business; summary is missing a few minor points, but meets expectations	Executive summary is clear, concise, and effective; summary provides a thorough overview of the business, and fully outlines and describes main points	
	Comments:			
Business Description	Plan is missing a business description, or description of the business is vague and inadequately developed; few if any details are provided regarding product/service offered and strategic elements; business model is not sufficiently described; does not clearly describe the benefits of the good/service offered and how it addresses consumer needs; overall company focus is unclear	The business idea is clearly presented; strategic elements are satisfactorily outlined; with a few minor omissions, the business plan describes the reasons for starting the business, product or service offered, and the business model; the company’s value proposition is described, but is less than fully developed; business description is lacking some detail, but meets minimum standards	Presents the business idea thoroughly and effectively, including the company’s mission, vision, goals, objectives, and overall strategic direction; fully outlines the reasons for launching the venture, and describes product/service offered, company focus, and business model; clearly and convincingly articulates the company’s distinctive value proposition	
	Comments:			

Business Plan Grading Rubric

Evaluation Dimensions	Performance Rating			Score
	Needs Improvement 1 - 8	Acceptable 9 - 16	Exemplary 17 - 24	
Business Plan Component Areas – Grading Criteria				
Industry Analysis	Industry analysis is not provided, is inadequate, or is incomplete in significant respects; evaluation of important industry characteristics is lacking detail and does not present a comprehensive assessment of the industry in which the company will be competing; limited competitor and market analyses are provided; few if any competitive advantages are identified, and no analysis of their effects is provided	Business plan describes major characteristics of the industry, but analysis is limited or missing a few elements; market attributes are described and their impacts on the business are adequately assessed; plan identifies competitive advantages of the company, but a discussion of their contribution to the company’s market success is missing or less than fully developed; industry analysis is appropriately developed	Provides a thorough analysis of industry size, segments, maturity, opportunities and threats in the industry, overall trends and outlook for the industry, and major competitors; specifically identifies target market and consumer demographics, and fully describes niche in which the company will operate; clearly presents significant competitive advantages and effectively analyzes their impacts on organizational success	
	Comments:			
Management Plan	A management plan is not provided, or is inadequate, imprecise, or incomplete in significant respects; description of important characteristics of members of the management team is vague and lacking detail; does not present a compelling case for a credible, capable, and professional management team; governing and advisory boards are not identified or not sufficiently described; external service providers that will support the management team are not identified or not sufficiently described	A management plan is outlined, but less than fully described; the plan outlines some important characteristics of members of the management team, but is missing a few minor elements; other stakeholders are identified and their contributions to the company are satisfactorily explained; external service providers and/or support firms are identified, but the description of their contributions is only partially developed and explained; there are a few minor omissions, but the management plan is adequately established	Clearly outlines and describes the management plan for the new enterprise; details the roles, responsibilities, qualifications, and relevant expertise of key members of the management team; clearly identifies other stakeholders, including a Board of Directors and any advisory boards, who will contribute management or consulting expertise, and highlights their strengths; fully describes other professional service firms that will provide management support (e.g., accounting, customer service, etc.)	
	Comments:			
Marketing Plan	Marketing plan is not provided, or is inadequate, imprecise, or incomplete in significant respects; description of important characteristics of the marketing strategy is vague and lacking detail; a sales management plan is not identified or not sufficiently described; a budget for the marketing plan is not provided, or is missing important elements, is unrealistic, and/or is incorrectly prepared	Marketing plan is outlined, but less than fully described; the plan summarizes the marketing strategy, but is missing a few elements; some specifics regarding pricing, promotion, advertising, distribution, media usage, public relations, and web/social media presence are provided, but some details are not described; the plan adequately addresses a sales management plan, and a satisfactory budget is provided	Clearly outlines and describes the marketing plan and an effective overall marketing strategy for the proposed new enterprise; provides details regarding pricing, promotion, advertising, distribution, media usage, public relations, and web/social media presence; fully describes sales management plan and composition of sales force; provides a comprehensive and detailed budget for marketing plan	
	Comments:			

Business Plan Grading Rubric				
Evaluation Dimensions	Performance Rating			Score
	Needs Improvement 1 - 8	Acceptable 9 - 16	Exemplary 17 - 24	
Business Plan Component Areas – Grading Criteria				
Operational Plan	Operational plan is not provided, or is inadequate, not fully developed, or incomplete in significant respects; description of important resource needs is vague and lacking detail; a logistics and supply chain plan is not provided or is not sufficiently described	Operational plan is outlined, but less than fully described; the plan summarizes human resource, facility, and technology needs, but is missing a few elements; a logistics and supply chain plan is satisfactorily outlined; a few details are not described, but plan meets expectations	Effectively outlines and develops an operational plan for the proposed new enterprise; the plan clearly identifies needs relating to human resources, facilities, and technology infrastructure; fully describes plan for logistics and supply chain management	
	Comments:			
Financial Plan	Financial plan is not provided, or is inadequate, unrealistic, or incomplete in significant respects; analyses of and/or projections for key components of the financial plan are inaccurate, not developed, and/or lacking detail; a proposal for alternative financing sources is not provided or is not adequately described and/or substantiated	Plan outlines the principal financial elements, but analysis is limited or missing a few minor components; sales forecasts, income projections, pro-forma financial statements, a break-even analysis, and a capital budget are included, but are less than fully justified; the plan outlines possible sources of financing and is adequate in most respects	Presents an accurate, realistic, and achievable financial plan for the proposed new enterprise; the plan includes reasonable and fully supported sales forecasts and income projections, pro-forma financial statements, a break-even analysis, and a capital budget; the plan clearly identifies and effectively justifies possible sources of financing	
	Comments:			

Overall Performance Rating on Business Plan	
Evaluation Criteria	Score Received out of 24
Executive Summary	
Business Description	
Industry Analysis	
Management Plan	
Marketing Plan	
Operational Plan	
Financial Plan	
Total Score	

GRAMMAR/SPELLING/PUNCTUATION (32 PTS AVAILABLE): POINTS RECEIVED: _____

OVERALL PROJECT SCORE: _____ (OUT OF 200)