
Business Financial Plan

Business financial planning is paramount to the success of any business enterprise. This event is designed to recognize FBLA members who possess the knowledge and skills needed to establish and develop a complete financial plan for a business venture. The financial plan requesting a loan from a financial institution must be economically and financially sound with a realistic time frame. In addition to learning and applying financial decision-making skills, team participants develop business contacts, implement written and oral skills, and develop familiarity with procedures of financial institutions.

Report Content

This event consists of two (2) parts:

- Written Report
- Oral Presentation

Career Cluster(s):

Business, Management, and Administration; Finance

Business Education Curriculum Standard(s):

Accounting, Communication, Computation, Economics and Personal Finance, Management

Competencies

This event allows FBLA members to identify the appropriate type of loan, complete an application for a loan, provide justification for the loan selected, write a report in appropriate business style and use correct spelling and grammar. The oral presentation allows FBLA members to articulate the need for the loan, explain the process of applying for a loan and explain type of loan.

State Eligibility

Each local chapter may enter two (2) projects prepared by an individual or a team of 2-3 members. Participants must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by December 31 of the current school year. All the participants who prepare the written report must represent the chapter in the oral presentation if the chapter is selected as one of the ten finalists. The project must not have been submitted for judging at a previous State Leadership Conference.

State Regulations

Written Report

1. Report formats **must** follow the same sequence shown on the rating sheet on pages 109-110. If information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business financial plan with substantiated statements in a clear and concise format.
2. Written reports **must** adhere to the following technical requirements. Penalty points will be given if the written plan doesn't adhere to the report cover and report contents guidelines.

A. Report Contents

- (1) Reports **must** contain a table of contents. A title page, divider pages, and appendices are optional.
- (2) Report pages **must** be numbered.
- (3) Reports **must not** exceed 15 pages, including the title page, table of contents, divider pages, and appendices. Front and back covers and synopsis are not counted in the page limit.
- (4) Pages **must** be standard 8 ½" x 11" paper.
- (5) Pages **must not** be laminated or bound in sheet protectors.
- (6) Reports may be single- or double-spaced.
- (7) Each side of the paper providing information **is** counted as a page.

- (8) Valuable items **must not** be included with the report. Copies should be sent rather than important original documents.
- (9) No items may be attached to any page in the report. Scrapbooks and loose or bulky exhibits **are not** acceptable.
- (10) Follow the rating sheet sequence in writing the report.

B. Report Covers

- (1) Both a front and back cover **are** required.
 - (2) Report covers **must** contain the following information: the name of student(s), name of the school, state, name of the event, and year (200x-200x). Report covers may also contain additional information.
 - (3) Report covers **must** be of a weight such as cover stock, index stock, or card stock.
 - (4) Covers **must not** be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover.
 - (5) Cut out stock covers are allowed, but the page containing the cover information is counted in the page count.
 - (6) Two- or three-ring binders **are not** acceptable as report covers.
 - (7) No items, such as labels or decals, may be attached to the front cover.
 - (8) Report covers **must not** exceed 9 1/2" x 12".
 - (9) All reports **must** be bound (e.g. tape binding, spiral binding).
 - (10) Report covers are not counted against the page limit.
3. Reports must be prepared by student members, not advisers. Local chapter advisers, as well as financial institutions, should serve as consultants to ensure the financial plan is well organized, contains substantiated statements, and is prepared in an acceptable format.
 4. Students must prepare a written synopsis of no more than 500 words that summarizes the loan. Four (4) copies of the synopsis should be included with the submission of four (4) copies of the report four (4) standard file folders with the event title, participant's name, state, and school.

Oral Presentation

1. Based on the highest written report scores, a maximum of ten (10) entries will be selected to make oral presentations at the State Leadership Conference. Only these finalists qualify to attend the State Leadership Conference.
2. Each individual or team of 2-3 members from each chapter selected for the finals will give an oral presentation at the State Leadership Conference. The presentation must be conducted by participants who authored the event.
3. The participants should introduce themselves, describe the financial plan, make their recommendations, and summarize their case.
4. The oral presentation will be an interactive situation. The members will explain the business venture, the financial plan, and their request for a loan. Judges will serve as officers of the financial institution, questioning and interacting with the team members throughout the presentation.
5. A maximum time limit of five (5) minutes will be allowed to set up equipment and seven (7) minutes will be allowed for the oral presentation, which will describe the project and the results obtained. Visual aids and samples specifically related to the project may be used in the oral presentation; however, the chapter must provide all equipment for the presentation and no items may be left with the judges or the audience.
6. A timekeeper will stand at six (6) minutes. When each chapter is finished, the timekeeper will record the time used, noting deductions of five (5) points for any presentation over seven (7) minutes.

7. Following each oral presentation, the judges may conduct a three-minute (3) question-and-answer period during which the presenters should be prepared to defend all aspects of their plan.
8. The performance is open to conference attendees, except performing participants of this event.
9. The chapter must provide all equipment for the presentation.

State Procedure

1. The event consists of two parts: (1) submission of a written business financial plan, and (2) an oral presentation.
2. At the State Leadership Conference, the chapter adviser must confirm students' participation in the event. Participants who are not confirmed will be disqualified.
3. Because the students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room and will be disqualified. The student will not receive any instructions if he or she arrives after instructions have been given by the event administrator.
4. **The participant(s) must comply with the PA FBLA Dress Code which is printed on pages 75-76 of these guidelines. If the participants do not comply, they will not be admitted to the oral presentation area until they are in compliance with the dress code.**

Preconference Requirements

1. The participant(s) must submit the following items:
 - a. An event entry form, which is posted on the PA FBLA web site, certified by the local chapter adviser.
 - b. Four (4) copies of the written report and four (4) copies of the synopsis.
2. **The materials must be received by the PA FBLA Executive Director/State Chairman by the received by date published on the PA FBLA DATES TO REMEMBER document, which is posted on the PA FBLA web site. Failure to submit these documents by this date will result in the participants being disqualified.**

Conference Requirements

1. The participants with the ten (10) highest written report scores will be scheduled for an oral presentation. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by date listed in the PA DATES TO REMEMBER document which is posted on the PA FBLA website. Only those ten (10) finalists will qualify to attend the State Leadership Conference.
2. At the State Leadership Conference, the chapter adviser must confirm students' participation in the event. Participants who are not confirmed will be disqualified.
3. Participants must furnish their own equipment.

State Judging

Reports will be screened to determine if the projects have complied with event eligibility and regulations. A separate panel of judges will select the ten (10) finalists before the State Leadership Conference. Only these ten (10) finalists will qualify to attend the State Leadership Conference, and they will be notified by the PA FBLA Executive Director/State Chairman on the date that that is listed on the PA FBLA DATES TO REMEMBER document which is listed on the PA FBLA website.

A panel of judges will evaluate the oral presentations. Final rank will be determined by totaling the written report scores and the oral presentation scores. All decisions of the judges are final.

If there is a tie after the written portion and the oral presentation portion of the event, ties will be broken based on the following:

First Tiebreaker

- Total points of the *Written Report rating sheet*.

Second Tiebreaker

- Total points of the *Content* section on the rating sheet.

Third Tiebreaker

- Total points of the *Format of Report* section on the rating sheet.

Tiebreaker implementation examples are found starting on pages 341-343 of this handbook.

State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

National Conference Eligibility

The first- and second-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first- or second-place winner cannot attend, it is the responsibility of the:

local chapter adviser

- to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

PA FBLA Executive Director/State Chairman

- to contact the next eligible award winner about participating at the National Leadership Conference.

BUSINESS FINANCIAL PLAN

Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Synopsis <ul style="list-style-type: none"> Summarizes the company, the purpose of the loan request, and the financial plan (500 words or less; will also be given to the judges in the oral presentation) 	0	1 – 10	11 – 20	21 – 30	
Company Description <ul style="list-style-type: none"> Description of the business Legal form of business Company mission statement/vision Company governance Company location(s) Immediate development goals 	0	1 – 7	8 – 14	15 – 20	
Operations and Management <ul style="list-style-type: none"> Business facilities described Management personnel identified Workforce described (current and projected) 	0	1 – 7	8 – 14	15 – 20	
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 – 10	11 – 20	21 – 30	
Financial Institution <ul style="list-style-type: none"> Name and financial institution to which loan application is being made Rationale for choosing this financial institution 	0	1 – 8	9 – 18	19 – 25	
Loan Request <ul style="list-style-type: none"> Purpose of loan and amount requested Itemized planned expenditures Plan for repayment Projections for future stability of company 	0	1 – 10	11 – 20	21 – 30	
Supporting Documents <ul style="list-style-type: none"> Works cited page 	0	1 – 5	6 – 10	11 – 15	

BUSINESS FINANCIAL PLAN

Written Report Rating Sheet (cont.)

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Format					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1 – 3	4 – 7	8 – 10	
Creativity of written presentation and design	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 Points:					
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 & page numbers <input type="checkbox"/> binding incorrect <input type="checkbox"/> over fifteen (15) pages, pasted items <input type="checkbox"/> no page numbers in report <input type="checkbox"/> 4 copies of report not received <input type="checkbox"/> report format does not follow rating sheet					
Total Points	/200 max.				

Member(s): _____

Region: _____ School: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

VERIFICATION & INITIALS
(scores checked for accuracy)

Co-Competitive Events Coordinator _____

BUSINESS FINANCIAL PLAN

Oral Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Explanation					
Description of the plan and strategies to obtain loan	0	1 – 5	6 – 10	11 – 15	
Underlying assumptions explained and supported	0	1 – 3	4 – 7	8 – 10	
Risks and potential adverse results identified, analyzed, and planned for	0	1 – 5	6 – 10	11 – 15	
All aspects of the plan effectively presented	0	1 – 5	6 – 10	11 – 15	
Student evaluation of plan	0	1 – 3	4 – 7	8 – 10	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	
Delivery					
Thoughts and statements are well-organized and clearly stated	0	1 – 3	4 – 7	8 – 10	
Participant(s) demonstrate self-confidence, assertiveness, and good diction	0	1 – 3	4 – 7	8 – 10	
Professional and poised	0	1 – 2	3 – 4	5	
Subtotal				/100 max.	
Time Penalty: Deduct five (5) points for presentations over 7 minutes.				Time:	
Professional Appearance: Deduct up to five (5) points at the judge's discretion					
Oral Presentation Score				/100 max.	
Report Score				/200 max.	
Final Score (add Oral Presentation Score and Report Score)				/300 max.	

Name(s): _____

Region: _____ School: _____

Judge's Signature: _____

Judge's Comments: _____

VERIFICATION & INITIALS
(scores checked for accuracy)

 Chief Administrator _____

 Official Checker _____