

Business Plan

Business plans are an effective tool for evaluating, organizing, and selling a new business concept. A well-developed business plan can be a key component of a successful business start-up. This event recognizes FBLA members that demonstrate an understanding and mastery of the process required in developing and implementing a new business venture.

Report Content

This event consists of two (2) parts:

- Written Report
- Oral Presentation

An effective business plan should include the following information:

- **Executive Summary.** Provides a brief synopsis of the key points and strengths included in the plan. Convinces the reader to read the rest of the report.
- **Company Description.** Includes the basic details of the business. Provides an overview of the business, its location, and its legal structure and organization.
- **Industry Analysis.** Provides an analysis of the larger industry to which the business will belong. Analyzes key trends and players in the industry. Demonstrates an understanding and awareness of external business conditions.
- **Target Market.** Provides a brief overview of the nature and accessibility of the target market.
- **Competitive Analysis.** Includes an honest and complete analysis of the business' competition. Demonstrates an understanding of the business' relative strengths and weaknesses.
- **Marketing Plan and Sales Strategy.** Demonstrates how the business' product or service will be marketed and sold. Includes both strategic and tactical elements of the marketing and sales approach.
- **Operations.** Provides an overview of the way the business will operate on a day-to-day basis. Includes production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services.
- **Management and Organization.** Describes the key participants in the new business venture. Identifies the human resources the business can draw upon either as part of the management team, employee pool, consultants, directors, or advisers and the role each will play in the business' development. Discusses compensation and incentives and details decision-making processes.
- **Long-Term Development.** Gives a clear vision for where the business will be in three, five, or more years. Demonstrates an honest and complete evaluation of the business' potential for success and failure. Identifies priorities for directing future business activities.
- **Financials.** Indicates the accounting methodology to be used by the business. Discusses any assumptions made in projecting future financial results. Presents projections honestly and conservatively.
- **Appendix.** Many business plans include copies of key supporting documents (e.g. certifications, licenses, tax requirements, codes, etc.) in an appendix. Other examples of these types of documents might include letters of intent or advance contracts, product technical descriptions and/or illustrations, endorsements, etc.

Career Cluster(s):

Business, Management, and Administration; Finance; Marketing, Sales and Service

Business Education Curriculum Standard(s):

Accounting, Career Development, Communication, Economics and Personal Finance, Entrepreneurship, Management, Marketing

State Eligibility

Each local chapter may enter two (2) projects. 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. Although this event is classified as an individual event, the project may be authored by either an individual member or by a team, not to exceed three (3) members. All the participants who prepared 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 120-121. 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 report 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 project 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 thirty pages, including the title page, table of contents, divider pages, and appendices. Front and back covers 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 the school, the state, the name of the event, and the year (20xx-20xx). 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. Creativity through design and use of meaningful graphics is encouraged.
4. Reports must be prepared by student members, not advisers. Local chapter advisers should serve as consultants to ensure that the report is well organized, contains substantiated statements, and is written in an acceptable business style.
5. Projects must describe **proposed** business ventures or a current operation. The business venture must also be currently viable and realistic. The business venture described in the project report must not have been in operation for a period exceeding 12 months before the State Leadership Conference. Reports should not be submitted that evaluate ongoing business ventures.

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. A maximum of three (3) members from each chapter selected for the finals will give an oral presentation at the State Leadership Conference. A maximum time limit of five minutes (5) will be allowed to set up equipment and seven (7) minutes will be allowed for the oral presentation, which will describe the proposal and the elements of the business plan. Visual aids may be used; however, the chapter must provide all equipment for the presentation and no items may be left with the judges or the audience.
3. 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.
4. 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, including their assumptions and projections.
5. The performance is open to conference attendees, except performing participants of this event.

State Procedure

1. The event consists of two parts: (1) submission of a written business plan based on the Content section of these guidelines 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.
2. **The materials must be mailed to the PA FBLA Executive Director/State Chairman by the received 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 the received 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 the date published on the PA DATES TO REMEMBER document which is posted on the PA FBLA web site. 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. The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may provide no additional assistance.
4. Participants must furnish their own equipment.

State Judging

1. 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 date published on the PA FBLA DATES TO REMEMBER document, which is posted on the PA FBLA web site.

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.

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Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Report Content					
Executive Summary <ul style="list-style-type: none"> • Convinces reader that 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 – 5	6 – 10	11 – 15	
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 is identified • Options for message delivery identified and analyzed including Web process • Sales procedures and methods defined 	0	1 – 5	6 – 10	11 – 15	

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Written Report Rating Sheet (cont.)

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Operations <ul style="list-style-type: none"> • Business facilities described • Production plan defined and analyzed • Workforce plan defined and analyzed • Impact 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	
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 • Financial projections, including monthly cash flow projections, are identified and reasonable • 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	

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Written Report Rating Sheet (cont.)

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Format of Report					
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, design, and graphics	0	1 – 2	3 – 4	5	
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 thirty (30) pages, pasted items <input type="checkbox"/> no page numbers in report <input type="checkbox"/> 4 copies of report not received					
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 _____

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Oral Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Explanation of the Project					
Description of project development and strategies used to implement project	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 project effectiveness	0	1 – 3	4 – 7	8 – 10	
Demonstration of ability to effectively answer questions regarding business start-up logistics	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 seven (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 _____