
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
- Presentation

Career Cluster(s):

Business, Management, and Administration; Finance

Business Education Curriculum Standard(s):

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

Competencies

The written report allows FBLA members to arrange the report logically and in proper business style, demonstrate good written communication skills, describe project development and implementation, explain the need for a loan, the type of loan, and the process of obtaining a loan. The oral presentation allows FBLA members to demonstrate the ability to make a businesslike presentation, describe the project development and implementation, demonstrate the ability to work as a team, provide a logical and systematic explanation, demonstrate good verbal communication skills, and effectively answer questions.

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.

In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has submitted an individual entry may not compete again in this event.

State Regulations

Written Report

1. Report formats **must** follow the same sequence shown on the rating sheet found in these guidelines. 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) A one-page description of the plan should be the first page of the report.
 - (2) Reports **must** contain a table of contents with page numbers. A title page, divider pages, and appendices are optional.

- (3) Report pages **must** be numbered.
- (4) 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.
- (5) Pages **must** be standard 8 ½" x 11" paper.
- (6) Pages **must not** be laminated or bound in sheet protectors.
- (7) Reports may be single- or double-spaced.
- (8) Each side of the paper providing information **is** counted as a page.
- (9) Valuable items **must not** be included with the report. Copies should be sent rather than important original documents.
- (10) No items may be attached to any page in the report. Scrapbooks and loose or bulky exhibits **are not** acceptable.
- (11) Follow the rating sheet sequence in writing the report.

B. Report Covers

- (1) Both a front and back cover **are** required.
 - (2) Front covers **must** contain the following information: the name of student(s), name of the school, state, name of the event, and 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 and may contain other information unless they are cut out.
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. Four (4) copies of the report should be submitted.

Performance

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 individual or team members must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
4. The participants should introduce themselves, describe the financial plan, make their recommendations, and summarize their case.
5. The members will explain the business venture, the financial plan, and their request for a loan.
6. A maximum time limit of five (5) minutes will be allowed to set up and remove equipment or presentation items.
7. 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 performance. No items may be left with the judges or the audience.

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8. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When each team/individual is finished, the timekeeper will record the time used, noting deductions of five (5) points for any presentation over seven (7) minutes.
 9. 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.
 10. The performance is open to conference attendees, except performing participants of this event.
 11. 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) performance. Participants are required to complete both parts.
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 participant(s) must comply with the PA FBLA Dress Code which can be found at www.pafbla.org/dresscode.php. 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 at www.pafbla.org/importantdates.php, 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 at www.pafbla.org/importantdates.php, 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 at www.pafbla.org/importantdates.php, 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 in order to determine the top 10 finalists, ties will be broken based on the following:

First Tiebreaker

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

Second Tiebreaker

- Total points of the “Clear and concise presentation with logical arrangement of information following the rating sheet categories” category in the *Format* section on the rating sheet.

Third Tiebreaker

- Total points of the “Creativity of written presentation and design” category in the *Format* section on the rating sheet.

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 “Demonstrates the ability to effectively answer questions” category within the *Delivery* section on the rating sheet.

Tiebreaker implementation examples can be found in this handbook or at www.pafbld.org/tiebreakers.php.

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

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Report Content					
Description of business, assumptions, and strategies to obtain loan (one page)	0	1-10	11-20	21-30	
Company Description • Legal form of business • Company governance • Company location(s) • Long- and short-term goals	0	1-7	8-14	15-20	
Operations and Management • Business facilities described • Management personnel identified • Workforce described (current and projected)	0	1-8	9-18	19-25	
Target Market • Target market defined (size, growth potential, needs) • Risks and potential adverse results identified, analyzed, and planned for	0	1-10	11-20	21-30	
Financial Institution • Name and type of financial institution to which loan application is being made	0	1-7	8-14	15-20	
Loan Request • Purpose of loan and amount requested • Itemized planned expenditures • Projections for future stability of company	0	1-10	11-20	21-30	
Supporting Documents • Works cited page	0	1-5	6-10	11-15	
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 <input type="checkbox"/> binding incorrect <input type="checkbox"/> over fifteen (15) pages <input type="checkbox"/> attached items <input type="checkbox"/> no page numbers <input type="checkbox"/> 4 copies of report not received <input type="checkbox"/> report format does not follow rating sheet					
Total Points					/200 max.

Name(s): _____

School: _____ Region: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

VERIFICATION & INITIALS (scores checked for accuracy) <input type="checkbox"/> Co-Competitive Events Coordinator _____



BUSINESS FINANCIAL PLAN

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of the company and workforce (current & projected)	0	1-5	6-10	11-15	
Description of the financial plan and strategies to obtain loan	0	1-5	6-10	11-15	
Underlying assumptions explained and supported	0	1-5	6-10	11-15	
Risks and potential adverse results identified, analyzed, and planned for your target market	0	1-5	6-10	11-15	
Purpose of loan and amount requested and projections for future stability of company	0	1-3	4-7	8-10	
Delivery					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Subtotal	/100 max.				
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points	/100 max.				
Report Score	/200 max.				
Final Score (add total points and report score)	/300 max.				

Name(s): _____

School: _____ Region: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

<p>VERIFICATION & INITIALS (scores checked for accuracy)</p> <p><input type="checkbox"/> Chief Administrator _____</p> <p><input type="checkbox"/> Official Checker _____</p>
