

Written Business Plan Scoring Chart

Name(s):

<p>Written Business Plan Scoring Scale 0 = no evidence 1 = little evidence or major flaws 2 = adequate, to minimum standards 3 = Research well done, few minor omissions, met standards 4 = Research well done, exceeded minimum standards</p>	
<p>Cover Page - All information present, including:</p> <ul style="list-style-type: none"> • Business name • Company logo (optional) • Name(s) of the owner(s) • Date 	<p>0 1 2 3 4</p>
<p>Table Of Contents</p> <ul style="list-style-type: none"> • Includes each major section. • Includes page numbers. • Organized and neat. 	<p>0 1 2 3 4</p>
<p>Executive Summary</p> <ul style="list-style-type: none"> • Each key section briefly summarized. • Length is one page. 	<p>0 1 2 3 4</p>
<p>Business Description</p> <ul style="list-style-type: none"> • Basic information (mailing address, phone number, website, email, etc.) • Legal form (partnership, corporation, etc.) - be specific • Mission statement • Goals & objectives • Management Team 	<p>0 1 2 3 4</p>
<p>Product or Service Description</p> <ul style="list-style-type: none"> • Competitive Advantage • Review of firm's top competitors & their relative market share • Examine markets that competitors serve & the strategies they employ • Barriers to entry • Strategies to overcome barriers 	<p>0 1 2 3 4</p>
<p>Market Analysis and Target Customer Profile</p> <ul style="list-style-type: none"> • Demographics • Geographics • Market Trends • Target Market(s) 	<p>0 1 2 3 4</p>
<p>Marketing Mix</p> <ul style="list-style-type: none"> • Product • Price • Promotion • Place 	<p>0 1 2 3 4</p>

<p>Operational Plan</p> <ul style="list-style-type: none"> • Location • Production methods and control • Record Keeping • Permits and licensing • Risk management • Personnel • Suppliers of materials • Credit policies • Accounting systems 	<p>0 1 2 3 4</p>
<p>Financial Plan</p> <ul style="list-style-type: none"> • Income statement • Cash flow statement • Balance sheet 	<p>0 1 2 3 4</p>
<p>Appendices</p> <ul style="list-style-type: none"> • Legal form supporting documents • Legal agreements • Other necessary information 	<p>0 1 2 3 4</p>
<p>Structure</p> <ul style="list-style-type: none"> • Minimum of 10 and maximum of 15 pages • Font size 12 • 1" margins • No typographical errors • Spelling, grammar, sentence structure 	<p>0 1 2 3 4</p>
<p>Total Business Plan Score</p>	
<p>Notes:</p>	