

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 who demonstrate an understanding and mastery of the process required in developing and implementing a new business venture.

REPORT COMPETENCIES

- Identify business
- Provide information on market analysis, organization, and development of the business
- Write report in appropriate business style
- Spelling and grammar correct

PERFORMANCE COMPETENCIES

- Have outstanding verbal communication skills
- Voice projection and diction appropriate for presentation
- Articulate need for the proposed business
- Explain process of preparing a business plan
- Identify obstacles for the owner or business
- Explain lessons learned
- Effectively answer judges' questions

NBEA STANDARDS REINFORCED BY EVENT

Accounting: accounting process, financial statements, special applications

Career Development: workplace expectations

Communication: foundations, organizational, technological

Economics and Personal Finance: markets and prices, managing finance and budgeting, protecting against risk

Entrepreneurship: management, business plans

Management: business organization, financial decision making

CAREER CLUSTER(S): *Business, Management & Administration; Finance; Marketing, Sales, & Service*

ELIGIBILITY

All active local chapters may submit one entry by the State Business Leadership Conference registration deadline. Competitors in this event must be on record in the FBLA state and national offices as paying dues by February 15.

Each project may be authored either by an individual or by a team of two (2) or three (3) members. The project must not have been submitted for a previous State Business Leadership Conference or National Leadership Conference.

1. Participants must be selected in accordance with the regulations of the local chapter and the state association.
2. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
3. Participants failing to report on time for the event will not be permitted to compete.
4. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

OVERVIEW

This event consists of two (2) parts: a prejudged report and a performance component. A prejudged report should be developed based on a proposed business venture or current business operation.

REPORT GUIDELINES

Entries must adhere to all of these regulations or will be disqualified.

Report—General

1. Student members, not advisers, must prepare reports.
2. Two (2) copies of the written plan must be submitted and **received** by the state office for judging by March 10.
3. All team members must participate in the presentation.
4. Reports submitted for competition become the property of Washington State FBLA. These reports may be used for publication and/or reproduced for sale by the state association.
5. Penalty points will be given if the written project doesn't adhere to the report cover and report contents guidelines.

Report Cover

1. Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
2. Report covers are not counted against the page limit and may contain other information.
3. Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
4. Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.

5. Front cover contains the following information: name of student(s), name of the school, state, name of the event, and year (200x–200x).
6. All reports must be bound (e.g., tape binding, spiral binding).

Report Contents

1. Table of contents with page numbers
2. Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
3. Pages are numbered and must be on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
4. Reports must not exceed 30 pages. (A title page, divider pages, and appendices are optional and must be included in the page count.)
5. Copies should be sent rather than important original documents. No items may be attached to any page in the report.

SPECIFIC REPORT CONTENT

Business plans must not have been in operation for a period exceeding 12 months before the NLC. Reports should not be submitted that evaluate ongoing business ventures. 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, utilization 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. In addition, many business plans include copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes) 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, and the like.

In addition, 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.

PERFORMANCE GUIDELINES

1. Up to fifteen (15) individuals or teams with the highest scores on the project report will proceed to the oral presentation.
2. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation at the SBLC; however, all team members who wish to be recognized as state winners must register for the SBLC.
3. Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
4. 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.

5. The chapter must provide all equipment for the presentation.
6. Five minutes (5) will be allowed to set up equipment or presentation items.
7. The team has seven (7) minutes to present the case describing the project and the results obtained.
8. The participant(s) should introduce themselves, describe the plan, and summarize their findings.
9. A timekeeper will stand at six (6) minutes. When each participant/team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
10. Following each presentation, judges will conduct a three (3) minute question-answer period.
11. Performances are open to conference attendees, except performing participants of this event.

JUDGING

Reports will be reviewed by a panel of judges to determine if chapters have complied with event eligibility and regulations. The judges will then select the winners. A panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written report scores and the oral presentation scores. All decisions of the judges are final.

STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

NATIONAL ENTRIES

Washington State may enter two (2) projects in national competition.



BUSINESS PLAN

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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 identified • Options for message delivery identified and analyzed including Web process • Sales procedures and methods defined 	0	1–5	6–10	11–15	
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	

(continued on next page)

Long-term Development • 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 • 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 • May include works cited page, certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, endorsements, etc.	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, 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):

- cover incorrect
 missing table of contents & page numbers
 binding incorrect
 over thirty (30) pages, pasted items
 no page numbers in report
 2 copies of report not received
 report format does not follow rating sheet _____

Total Points /200 max.

Student Name(s):			
School:		State:	
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION
(scores checked)
 Administrator



BUSINESS PLAN

Performance Rating Sheet

Preliminary Round Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Explanation of the Plan					
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	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	1-2	3-4	5	
Professional and poised	0	1-2	3-4	5	
All members actively participate during presentation	0	1-2	3-4	5	
Subtotal					/100 m
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.					
Total Points					/100 m
Report Score					/200 m
Final Score (add total points and report score)					/300 m

Student Name(s):			
School:		State:	
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION
(scores checked)
 Administrator