



BUSINESS FINANCIAL PLAN

Category: Prejudged Report & Presentation
Type: Individual or Team
Submission: PDF
Rating Sheet: <http://www.fbla-pbl.org/media/Business-Financial-Plan-FBLA-Rating-Sheet.pdf>

Overview—(SLC only)

Two parts: a prejudged report and a presentation.

Competitors must complete both parts for award eligibility.

2018 Topic

You are planning to open a “fresh food” (i.e. prepared meals, ingredients to make meals, natural foods, etc.) home delivery service in your community of 250,000 residents. Since it is a delivery service, there is room to expand your geographic delivery area. Your service will have a variety of delivery options to meet the needs of different types of customers (i.e. meat, vegetarian, vegan, family, couples, gluten-free, etc.). You will conduct business via an online ordering system, but you will lease an existing building that is currently zoned for your business venture in order to prepare the meals that will be delivered to customers. You will also need to purchase a delivery vehicle(s). Develop a financial plan that covers all aspects described. You will need to name your business. You must include plans for needed construction/renovation to the building, equipment that must be purchased, inventory for your launch date, hours of operation, staffing requirements, and an advertising plan. You will also need to clearly identify your target market(s), product availability, and delivery location(s).

Report Guidelines

- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- Front cover is not counted against the 15-page limit.
- Include the name of school, state, name of the event, and year (20XX–XX) on the cover. Include the names of participants.
- Divider pages and appendices are optional and must be included in the page count.
- Reports must include a table of contents and page numbers.
- Pages must be numbered and formatted to fit on 8-½"x11" paper.
- Reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report. If information is not available for the criterion, include a statement to that effect in your report.
- Points will be deducted if the written project doesn't adhere to the guidelines.
- Project content is prejudged before the SLC. The presentation of the project is judged at the SLC.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous SLC/NLC.
- Reports are due, uploaded, by the annually established SLC Due Date.

Eligibility

- Each chapter may submit one entry. The top-ten scores on the report phase will present at the SLC.
- Competitors must be registered to attend the SLC.

Presentation

Equipment Setup: 5 minutes

Performance: 7 minutes

Warning: 6 minutes

Penalty for over time: 5 points

Q & A: 3 minutes

Presentation Procedure (Top 10 Prejudged Scores)

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges.
- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

A panel of judges will select the winners; all decisions are final. The number of awards presented will be determined by the judges. The maximum number of awards will be three (3) at the regional level and five (5) at the state level.