



BUSINESS PLAN

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

Overview—(SLC only)

Two parts: a prejudged report and a presentation. Competitors must complete both parts for award eligibility.

Specific Guidelines

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.
- **Company Description:** includes basic details of the business, including an overview, location, legal structure, and organization.
- **Industry Analysis:** provides an analysis of the larger industry in which the business will belong; analyzes key trends and players in the industry; demonstrates an understanding and awareness of external business decisions.
- **Target Market:** provides a brief overview of the nature and accessibility of the targeted audience.
- **Competitive Analysis:** includes an honest and complete analysis of the business' competition and 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 business operations on a day-to-day basis, including 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 and identifies human resources the business can draw upon as part of the management team, employee pool, consultants, directors, or advisers. It also portrays the role each will play in the business' development, and discusses compensation and incentives.
- **Long-Term Development:** gives a clear vision of where the business will be in three (3), five (5), or more years. It offers an honest and complete evaluation of the business' potential for success and failure and identifies priorities for directing future business activities.
- **Financials:** indicate the accounting methodology to be used by the business. Discuss any assumptions made in projecting future financial results. Present projections honestly and conservatively.
- **Appendix:** includes copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes, letters of intent or advance contract, endorsements, etc.).
- **Note:** Business must not have been in operation more than 12 months.

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.

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.
- Presentations should follow the rating sheet.
- 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.

Presentation

Equipment Setup: 5 minutes

Performance: 7 minutes

Warning: 6 minutes

Penalty for over time: 5 points

Q & A: 3 minutes

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.