

## Rubric for Final Project

- ❖ Creativity/Originality/Profitability of Idea-15%
- ❖ Has all the necessary of components of Business Plan-60%
  - ❖ Grammar and quality of Writing-15%
- ❖ Followed all instructions and included citations-10%

1. Cover Page
2. Table of contents with page numbers
3. Executive summary (maximum 3 to 5 pages) (is a mini business plan by itself) (should be written at the end and include everything). Executive Summary is the most important section of the business plan and must grab the attention of the reader (investor).
4. Company description: Company objectives, the nature of the business, its primary product or service, its current status (startup, buyout, or expansion) and history (if there is one) and the legal form of organization. Do a SWOT analysis (strengths, weaknesses, opportunities and threats).
5. Product/Service Plan: Provide justification why the people will buy the product or service? What are the unique features of the product or service? Also, make the product or service as easy as possible to understand for the reader.
6. Industry Analysis: A thorough analysis of the industry including what is the profit rate of the industry? Is the Industry growing or not? What are the different segments of the industry? Which segment are you targeting? Must cite where you got the data from: For instance, the profit rate of sport-bars is 35% much above the profit rate of normal restaurants (10%) (Bloomberg, 2015).
7. Marketing Plan: Address the 4P's (Product, price, distribution (place) and promotion. What is your customer profile? What are your sales forecast? Will you be doing market segmentation? Will you be doing marketing research (secondary or primary)? What will be your selling approach, types of sales force, distribution channels, types of sales

promotions and advertising and credit and pricing policies? Who are your rivals? What are their strengths and weaknesses? Identify any critical flaws or critical risks.

8. Management Team and Company Structure: What are the skills and education of the management team? What makes it a strong management team? (Always remember investors such as venture capitalists and angel investors invest in people, i.e., your management not your idea (product or service). What type of company structure will you be choosing? (Sole proprietorship, partnership, corporation, non-profit) Will you have any mentors? Any outside investors? What is your HR (human resource) policy (how will you recruit and train employees)? What is your exit strategy (how can an investor get their money back)?
  
9. Operations and Development Plan: Operating or manufacturing methods, operating facilities (location, space and equipment), quality control methods, procedures to control inventory and operations, sources of supply and purchasing procedures.
  
10. Funding Requests (Offering) and Financial Projections: How much capital the entrepreneur needs and how the money will be used. Must provide pro-forma statements for 3 years including income statements, balance sheets, cash flow statements into the future (2021, 2022 and 2023)
  
11. Appendix containing supporting Documents (Optional)
  - ❖ **Citations (MLA or APA) can be after each section or at the end.**

### **General Advice:**

- Divide the project into individual group members according to their strengths as early as possible. For instance, an individual who is good at finance and accounting can do the Funding Requests and Financial Projections
- Get started as early as possible
- Spend considerable time developing and testing the idea (will the idea make money?)
- The project should be around 25 pages double-spaced. So be concise and be to the point.
- Be clear to identify key trends and cite data appropriately.
- The project is due on April 30<sup>th</sup>. Team coordinators from each team must bring a printed copy to class and submit it to me during class session. Also team coordinator from each team must upload a digital copy on Blackboard by 6pm(I will create a link) so that I can run it through Plagiarism software. Please do not submit something in part or whole you did for some other class as the Plagiarism software will catch it. Please cite and mention sources even if you take the idea or copy from blogs

