


## Business Plan Project Timeline/Rubric

Week Of...	Criteria	Max Points	Points Earned	Due Date
2/29	<b>Business Venture</b> ➤ <i>Business Exploration: My Business Profile</i>	50		3/4
3/7	<b>Business Description &amp; Vision</b> ➤ <i>Draft business description including management team/plan (Business Template pg. 5)</i>	50		3/11
3/14	<b>Definition of the Market</b> ➤ <i>Research and draft Market Analysis (Business Template pg. 6)</i>	50		3/18
3/21	<b>Description of Products and Services</b> ➤ <i>Draft listing of products and services provided with a detailed description (Business Template pg. 7)</i>	50		3/24
4/4	<b>Organization &amp; Management</b> ➤ <i>Draft Organization and Management of your company (Business Template pg. 8)</i>	50		4/8
4/11	<b>Make-up</b> <i>Students will use this time to begin rewriting edited drafts of business plan. In addition, make-up and/or redo any missing or low graded assignments. All late assignments grades will be reduced by 15%</i>			
4/18	<b>Marketing and Sales Strategy</b> ➤ <i>Draft Marketing and Sales Strategy Plan (Business Template pg. 9)</i>	50		4/27
4/26	<b>Financial Management</b> ➤ <i>Draft Financial Plan for New Business with 1 year projection. (Business Template pg. 10)</i>	50		5/6
5/2	<b>Executive Summary</b> ➤ <i>Draft the executive summary which is a snapshot of the company. (Business Template pg. 4)</i>	50		5/6
<b>Total Possible Points for Rough Draft</b>		<b>400</b>		<b>5/6</b>
	<b>Business Plan Final Written Draft</b> 			5/13
	➤ <b>Cover Sheet</b> has company name, logo, website, owners name and contact information.		5	
	➤ <b>Table of Contents</b> list each section of the business plan and page numbers accordingly.		5	
	➤ <b>Executive Summary</b> is a clear and concise description of the company which promotes the readers interest.		25	
	➤ <b>Business Description &amp; Vision</b> presents the business idea thoroughly, accurately, including the legal form, mission, vision, objectives and management team description.		25	
	➤ <b>Definition of the Market</b> is described adequately including the unique opportunity that is being presented, market trends, existing competition, and target population for the new good/service. Include evidence of a large enough market to support the new good/service.		25	
	➤ <b>Description of Products and Services</b> description including what makes the good/service unique, competitive and the need/want it will fulfill for potential customers.		25	
	➤ <b>Organization &amp; Management</b> describes the legal form of business, job positions and responsibilities and the flow of operations.		25	



	➤ <b>Marketing and Sales Strategy</b> details the promotional strategy that will be employed including the advertising plan with accurate costs and appropriate expectations of the outcomes of the marketing plan. A time frame for when the marketing strategy will be initiated is included in the overall time frame of the business plan.	25		
	➤ <b>Financial Management</b> includes a realistic analysis of the financial impact at startup and income projections for the first year. All expenses are accurately reported including costs of marketing, equipment, inventory, staff, utilities, construction costs, insurance, training of staff, etc. The financial resources that are available or will be needed to begin operations and to continue to operate. (estimates are based on expected growth each year, refer to market analysis)	25		
	➤ Format, grammar, spelling, references and completed by specific deadline	5		
	➤ Appropriate and correct math and statistical calculations are performed and reported	5		
	➤ Adequate background research was conducted to write the report	5		
	➤ The report is organized logically and flows well. The reader is able to easily understand and find information in the business plan (pages numbered). Resources are accurately sited.	5		
	➤ Packaged in a pronged folder, ½” or 1” viewable binder. ( <i>Business Template pg. 3</i> )	5		
5/9	<b>Advertisements/Promotions</b> (Publications/Website/Presentation) <b>Publications (Create 3)</b> ➤ <i>Include: company name, description, contact information, products and/or services offered, slogan and logo. (see handout online)</i> This may be a brochure, business card, flyer, post card, etc. (Add documents to previously packaged business plan under appendices tab)	105		6/3
5/9	<b>Website</b> ➤ <i>Include: company name, description, contact information, description of products and/or services offered, slogan and logo, images of products/services and/or customer testimonies</i> ➤ <i>Pages: Home/About Us, Product/Service, Contact Information.</i>	100		6/3
5/31	<b>Business Pitch Creation</b> ➤ <i>Presentation highlights key elements of business persuading potential customers and investors.</i> ➤ <i>Include: Who you are; The business name and location; What you provide and for who (target market); Why you decided to provide the product/service; Price to provide product or service (cost to create and cost to customer); Start-up cost; project sales (1 year); The benefit of your business for financial investors as well as the community. (Students may choose the visuals/items to use during presentation. i.e. Prezi, handouts, poster board, etc.)</i>	100		6/10
6/13	<b>Presentation: Lion's Den</b> ➤ <i>The presentation is organized logically and flows well. The audience is able to easily understand the business plan.</i> ➤ <i>Resources are accurately sited.</i> ➤ <i>Professional dress or dress based on your company (i.e. clothing line)</i>	100		Present by 6/24
<b>Total Possible Points for Final Project</b>		<b>615</b>		<b>6/24</b>

**Please Note:** All supplemental resource documents and/or worksheets are available on class website [www.hasberryshub.weebly.com](http://www.hasberryshub.weebly.com) under the Units & Segment Tab, Semester 2 Project Heading. Documents are formatted to be viewed, downloaded and/or printed. Students must provide their own pronged folder/binder.