

ENTREPRENEURSHIP FRANCHISING BUSINESS PLAN EVENT

EVALUATION FORM

		<i>Exceeds Expectations</i>	<i>Meets Expectations</i>	<i>Below Expectations</i>	<i>Little/No Value</i>
1	Opening presentation and request: description of project, organization, clarity and effectiveness of presentation	5	4	3-2	1-0
2	Assess opportunities for venture (max 5); determine feasibility (max 5)	10-9	8-6	5-3	2-0
3	Assess start-up requirements (max 5); evaluate risk-taking opportunities (max 5)	10-9	8-6	5-3	2-0
4	Explain the complexity of business operations (max 5); describe marketing functions and related activities (max 5)	10-9	8-6	5-3	2-0
5	Determine relationships among total revenue, marginal revenue, output and profit	5	4	3-2	1-0
	Presentation Total Points (maximum 40)				
	Executive Summary				
6	1-3 page description of the business model	10-9	8-6	5-3	2-0
	Business History, Background and Objectives				
7	Description of the company, objectives, company successes and challenges and changes in structure	5	4	3-2	1-0
	Business Environment				
8	Description of how environmental factors may affect the business	5	4	3-2	1-0
	Products and/or Services and Present Market				
9	<ul style="list-style-type: none"> ▪ List of and descriptions of the product and/or services offered (max 5) ▪ Description of the present market and growth potential and pricing policy (max 5) 	10-9	8-6	5-3	2-0
	Competition				
10	List of the company's primary competitors in the market and identification of their strengths and weaknesses	5	4	3-2	1-0
	Marketing Plan				
11	Description of targeted customers. Description of existing and future marketing techniques	5	4	3-2	1-0
	Management and Organization				
12	Description of the management team, management team development plan, succession plan, and the need for additional personnel	5	4	3-2	1-0
	Business Resources				
13	Identified major operating equipment, major suppliers, payment terms, outside resources, quality control procedures, availability of skilled labor, training needs, number of full-time and part-time employees, and developed an organizational chart	5	4	3-2	1-0
	Financial Plan and Data				
14	<ul style="list-style-type: none"> ▪ Description of the company's sales and profit trends ▪ Outline of strategy and timing for obtaining capital ▪ Two-year projected operating statement ▪ One-year projected cash flow statement 	5	4	3-2	1-0
	Conclusion				
15	Specific request for financing, summary of key points supporting request	5	4	3-2	1-0
	Written Entry Total Points (maximum 40)				
	Combined Presentation and Written Entry Total Points (maximum 100)				
	Total Score				