

# 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 ( <b>max 5</b> ); determine feasibility ( <b>max 5</b> )	10-9	8-6	5-3	2-0
3	Assess start-up requirements ( <b>max 5</b> ); evaluate risk-taking opportunities ( <b>max 5</b> )	10-9	8-6	5-3	2-0
4	Explain the complexity of business operations ( <b>max 5</b> ); describe marketing functions and related activities ( <b>max 5</b> )	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)				
	<b>Executive Summary</b>				
6	1-3 page description of the business model	5	4	3-2	1-0
	<b>Business History, Background and Objectives</b>				
7	Description of the company, objectives, company successes and challenges and changes in structure ( <b>max 6</b> )	6	5-4	3-2	1-0
	<b>Business Environment</b>				
8	Description of how environmental factors may affect the business	5	4	3-2	1-0
	<b>Products and/or Services and Present Market</b>				
9	<ul style="list-style-type: none"> <li>▪ List of and descriptions of the product and/or services offered (<b>max 5</b>)</li> <li>▪ Description of the present market and growth potential and pricing policy (<b>max 5</b>)</li> </ul>	10-9	8-6	5-3	2-0
	<b>Competition</b>				
10	List of the company's primary competitors in the market and identification of their strengths and weaknesses	5	4	3-2	1-0
	<b>Marketing Plan</b>				
11	Description of targeted customers. Description of existing and future marketing techniques	6	5-4	3-2	1-0
	<b>Management and Organization</b>				
12	Description of the management team, management team development plan, succession plan, and the need for additional personnel	6	5-4	3-2	1-0
	<b>Business Resources</b>				
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	6	5-4	3-2	1-0
	<b>Financial Plan and Data</b>				
14	<ul style="list-style-type: none"> <li>▪ Description of the company's sales and profit trends</li> <li>▪ Outline of strategy and timing for obtaining capital</li> <li>▪ Two-year projected operating statement</li> <li>▪ One-year projected cash flow statement</li> </ul>	6	5-4	3-2	1-0
	<b>Conclusion</b>				
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)				
	<b>Total Score</b>				