

BUS 110 - Intro to Business: Business Plan Rubric

Phase II

Formatting

SCORE

Reference Page

Executive Summary

Business Description

Product or Service

	0 out of 4 Met	1 out of 4 Met	2 out of 4 Met	3 out of 4 Met	All Criteria Met	
					1" Margins Times New Roman 12 pt font Complete sentences	4 total pts
	0 out of 4 Met	1 out of 4 Met	2 out of 4 Met	3 out of 4 Met	All Criteria Met	
					In Text Citations Works Cited Page (WCP) Title WCP Citation Format* WCP Citation Page Formatted	4 total pts
	0 Met	>4 out of 8 Met	5 out of 8 Met	6 out of 8 Met	7 out of 8 Met	All Criteria Met
					One Page Summary Purpose Who Prepared It Brief Description of the Business The Products/Services Owners Form of Organization Start Up Costs/Financing	8 total pts
		0 out of 3 Met	1 out of 3 Met	2 out of 3 Met	All Criteria Met	
					Purpose Organizational Form Include data, charts, and appendices	3 total pts
	0 out of 4 Met	1 out of 4 Met	2 out of 4 Met	3 out of 4 Met	All Criteria Met	
					Detailed Description Example or Image Included <i>Product (P)/Service(S):</i> P: Suppliers P: Terms/Arrangemetns S: What are they S: Location or Delivered	4 total pts

Marketing	0 Met	1 out of 5 Met	2 out of 5 Met	3 out of 5 Met	4 out of 5 Met	All Criteria Met	
Target mkt/customer						<i>Include at least 5</i> Example: specify age Example: gender Example: income Ex: location (define service area)	5 total pts
Industry/	0 Met	1 out of 5 Met	2 out of 5 Met	3 out of 5 Met	4 out of 5 Met	All Criteria Met	
Market Analysis						Industry Trends Market Size/Growth Rate Amt of Market Captured Market - Is it seasonal? Market - Unique Aspects?	5 total pts
Five "P's"	0 Met	1 out of 5 Met	2 out of 5 Met	3 out of 5 Met	4 out of 5 Met	All Criteria Met	
						Product Price Place Promotion People	5 total pts
Competition	0 Met	1 out of 5 Met	2 out of 5 Met	3 out of 5 Met	4 out of 5 Met	All Criteria Met	
						Primary Competition Secondary Competition Their Strength(s)/Weakness(es) How will you Succeed (Competitive Advantage)	5 total pts
Operations	0 Met	>2 out of 6 Met	3 out of 6 Met	4 out of 6 Met	5 out of 6 Met	All Criteria Met	
						How will you make your product/ provide your service? Source of Supplies/Resources Legal Structure Management and Personnel Customer Service Location(s) and Operations	6 total pts

Human Resource Requirements			0 out of 2 Met	1 out of 2 Met	All Criteria Met	
					Number of Personnel Needed Description of Personnel Needed	2 total pts
Financials	0 Met	1 out of 5 Met	2 out of 5 Met	3 out of 5 Met	4 out of 5 Met	All Criteria Met
					Start-Up Finances Identified Cash Flow Projects for 3 or 5 yrs Estimated cash inflows/outflows When will you Break-Even Any Risk Factors (Described)	5 total pts
Extra Credit	0 Met	0 out of 4 Met	1 out of 4 Met	2 out of 4 Met	3 out of 4 Met	All Criteria Met
Oral Presentation					Be Concise Contain the most Relevant Material <i>Optional:</i> Clear, easy-to-read visual aids? Handouts?	5 Extra Pts.

Websites: <http://owl.english.purdue.edu/owl/resource/747/6/>

Text Book Appendix A: Guidelines for the Development of the Business Plan (pg. 31 - 32)
R.E.A.L. Business Plan Outline

Total Number of Possible Pts: 56 pts equals a grade of 100

Student Name: _____

Final Grade: _____

Basic Rules from Purdue OWL

Begin your Works Cited page on a separate page at the end of your research paper. It should have the same one-inch margins and last name, page number header as the rest of your paper.

Label the page Works Cited (do not italicize the words Works Cited or put them in quotation marks) and center the words Works Cited at the top of the page.

Double space all citations, but do not skip spaces between entries.

Indent the second and subsequent lines of citations five spaces so that you create a hanging indent.

List page numbers of sources efficiently, when needed. If you refer to a journal article that appeared on pages 225 through 250, list the page numbers on your Works Cited page as 225-50.