

# PRESENTING YOUR BUSINESS PLAN: EVALUATION RUBRIC

Team Members: \_\_\_\_\_

Total Points: \_\_\_\_\_

<b>Grading Criteria</b>	<b>Excellent 4 points</b>	<b>Good 3 points</b>	<b>Fair 2 points</b>	<b>Inadequate 1 point</b>
<b>Executive Summary</b>	Summary generated excitement, was brief, provided an overview of the farm, and outlined main points.	Summary was brief, provided an overview of the farm, and outlined main points.	Summary was brief, provided an overview of the farm, and outlined some main points.	Summary was brief and provided only an overview of the farm OR an outline of main points.
<b>Farm/Product Plan</b>	Description of the farm, its main product, and its unique features was highly effective and detailed.	Description of the farm, its main product, and its unique features was effective and detailed.	Description of the farm, its main product, and its unique features were provided, but without sufficient detail.	Description of the farm, it was provided, but unique features were not.
<b>SWOT Analysis</b>	Analysis identified and described the strengths, weaknesses, opportunities, and challenges. Personal and business strengths and weaknesses were considered.	Analysis identified the strengths, weaknesses, opportunities, and challenges. Personal and business strengths and weaknesses were considered.	Analysis identified the strengths, weaknesses, opportunities, and challenges.	Analysis failed to address at least one aspect of SWOT.
<b>Management Team Plan</b>	Member(s) of management team were identified, and their qualifications and experiences described in a way that led credibility to the business.	Member(s) of management team were identified, and their qualifications and experiences described.	Member(s) of management team were identified, and some their qualifications and experiences listed, but not described.	Members of management team were identified, but their qualifications and experiences were not included.
<b>Industry and Market Analysis</b>	Analysis identified and described target consumer and competitors, as well as industry and/or product outlook.	Analysis identified and described target consumer and competitors.	Analysis identified target consumer and competitors.	Analysis failed to provide at least one aspect of required information.



<b>Marketing Plan</b>	Desired company and/or product image was described. Advertisement methods were described and appropriate for product.	Desired image was described. Some advertisement methods were described and appropriate for product.	Some advertisement methods were described and appropriate for product. Desired image was not discussed.	Advertisement methods provided weren't described and/or were inappropriate for product. Image wasn't discussed.
<b>Financial Plan</b>	Possible financing sources were identified and business financial outlook was described in detail.	Possible financing sources were identified and business financial outlook was described.	Possible financing sources were identified and business financial outlook was mentioned.	Section failed to identify at least one aspect of required information.
<b>Detail</b>	Plan was presented in great detail and it was consistently obvious there was great thought behind it.	Plan was generally presented in great detail and appeared to have great thought behind it.	Business plan was presented in some detail with some thought behind it.	Business plan was somewhat lacking in detail and seemed to lack much thought behind it.
<b>Professionalism</b>	Plan had no spelling or grammatical errors.	Plan had few spelling or grammatical errors.	Plan was disorganized and had some spelling or grammatical errors.	Plan was disorganized and/or had many spelling or grammatical errors.
<b>Effectiveness</b>	Plan was highly effective in describing the business and its operations, as well as eliciting support.	Plan was effective in describing the business and its operations, as well as garnering some support.	Plan described the business and its operations, but didn't garner much support.	Plan lacked overall effectiveness, as it failed to describe business or garner support.
<b>Presentation Team</b>	Team members are professional, confident, comfortable, speak clearly, and make eye contact. Team members are dressed appropriately.	Team members are professional, speak clearly, and make some eye contact. Team members are dressed appropriately.	Team members speak clearly and make some eye contact. Team members are dressed appropriately.	Team members are unprofessional, do not speak clearly or make eye contact, or are inappropriately dressed.

Comments/Notes:

