

## Grading Matrix: Business Plan

<u>Categories</u>	<u>Description</u>	<u>Max Points</u>	<u>Earned</u>
<b>Overview and Legal Structure</b>	Executive Summary	4	
	Overview of Business	2	
	Objective of new business	2	
	Legal form of organization	2	
	Profile of management team and org. Chart	2	
	Markets to be served and location of business	2	
	Basis of financing	2	
	Timetable for establishing the business	2	
	Exit Strategy	2	
<b>Target Market</b>	Industry analysis	4	
	Market Analysis	4	
	Competitive Analysis	4	
	Identifying your Customers	4	
	Customer Profile	4	
<b>Product, Price and Promotion strategy</b>	Product-Service Strategy	4	
	Price Strategy	4	
	Promotional Strategy	4	
	Distribution Strategy	4	
	Marketing Matrix	4	
<b>Initial requirement</b>	<b>Capital</b> Estimating first year sales	2	
	Estimating monthly outlays	2	
	Starting Costs that require payment only once	2	
	SBA worksheet	4	
<b>Projections</b>	Cost Volume Profit Analysis	2	
	Cash Flow projections	2	
	Pro-formula financial statements	2	
	First Calendar year-end balance sheet	4	
<b><u>Contact sheet</u></b>	This will be a list of 5 individuals whom you talk to about your new venture. Individuals cannot be counted twice throughout the semester. You will need to list the individual, your relationship to them, why you talked to them, what you talked to them about, and what information you learned.	20	
<b><u>TOTAL</u></b>		100	