

# Marketing Plan Score Sheet

Name: \_\_\_\_\_ Chapter: \_\_\_\_\_

State: \_\_\_\_\_ Team No.: \_\_\_\_\_

Member No.: \_\_\_\_\_

	Possible Points	Earned	Comments
<b>WRITTEN PLAN</b>			
Market Analysis	10		
Business Proposal	5		
Strategies and Action Plan	10		
Evaluation	5		
Budget	5		
Deduction – Marketing Plan received after postmark deadline. Deduction 10% of possible Plan Score or 3.5 points			
Deduction – 5 points will be deducted for not following plan format listed on page 243 of CDE Handbook.			
<b>Written Plan Total Points:</b>	<b>35</b>		
<b>PRESENTATION</b>			
Marketing Process (Understanding and clear presentation of the five parts of the marketing plan)	25		
Primary Research (Involvement in solving a local community-oriented agribusiness marketing problem)	15		
Effectiveness of the Presentation (Organization, professionalism, effectiveness of visuals and adherence to guidelines)	10		
Questions and Answers	15		
<b>Presentation Total:</b>	<b>65</b>		
<b>SUB-TOTAL (WRITTEN &amp; PRESENTATION)</b>	<b>100</b>		
<b>DEDUCTIONS</b>			
Deduct 5 points for each minute, or major fraction thereof, the presentation went over 15 minutes			
<b>NET TOTAL POINTS</b>			
<b>Team Ranking:</b>			

\_\_\_\_\_  
*Judge's Name*

\_\_\_\_\_  
*Judge's Signature*

\_\_\_\_\_  
*Date*