

Marketing Plan Score Sheet

Name: _____ Chapter: _____

State: _____ Team No.: _____

Member No.: _____

	Possible Points	Earned	Comments
WRITTEN PLAN			
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.			
Written Plan Total Points:	35		
PRESENTATION			
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		
Presentation Total:	65		
SUB-TOTAL (WRITTEN & PRESENTATION)	100		
DEDUCTIONS			
Deduct 5 points for each minute, or major fraction thereof, the presentation went over 15 minutes			
NET TOTAL POINTS			
Team Ranking:			

Judge's Name _____

Judge's Signature _____

Date _____