**Business Plan Rubric**

Name of Business:

Name of Business Owner:

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| **Business Plan Rubric**  0 = no evidence  1 = little evidence or major flaws  2 = adequate minimum standards  3 = Research adequately done, minor omissions  4 = Research well done, few minor omissions  5 = Research exceeds standards, no omissions |  |
| **Cover Page**  All information present, including:  Name of the Business  Logo and Motto  Names of the owner  Date | 0 1 2 3 4 5 |
| **Executive Summary**  Introduction to you, your business, and product/service  Briefly describe the company  Target Market Basics  What business are you in? | 0 1 2 3 4 5 |
| **Company Summary**  Who are you and what you do  Background information on the company  Company Vision | 0 1 2 3 4 5 |
| **Product or Service Description**  What the company sells  List and describe the products or services you sell  Describe how your product differentiates from competitor’s products. | 0 1 2 3 4 5 |
| **Market Analysis Summary**  Target Market Details  Who are you advertising to?  Customer Demographics | 0 1 2 3 4 5 |
| **Strategy and Implementation Summary**  What do you do for your target market?  What makes your company best?  How will you develop and maintain your customer base (marketing strategies)? | 0 1 2 3 4 5 |
| **Management Summary**  How will your group own and operate your business?  Who and how will each run the business?  How will you hire future employees? | 0 1 2 3 4 5 |
| **Financial Plan**  How much money will be needed to start your business?  How will you raise or borrow the money?  How will you convince banks to invest into your business? | 0 1 2 3 4 5 |
| **Mechanics**  Spelling, capitalization, punctuation, grammar, word choice, and sentence structure. | 0 1 2 3 4 5 |
| **Format**  Font size 12  Separate headings  No typographical errors | 0 1 2 3 4 5 |
| **Total** | \_\_\_/50 |