**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 MottoNames of the ownerDate | 0 1 2 3 4 5 |
| **Executive Summary** Introduction to you, your business, and product/serviceBriefly describe the companyTarget Market BasicsWhat business are you in?  | 0 1 2 3 4 5 |
| **Company Summary** Who are you and what you doBackground information on the company Company Vision | 0 1 2 3 4 5 |
| **Product or Service Description**What the company sellsList and describe the products or services you sellDescribe how your product differentiates from competitor’s products. | 0 1 2 3 4 5 |
| **Market Analysis Summary**Target Market DetailsWho 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 12Separate headingsNo typographical errors | 0 1 2 3 4 5 |
| **Total** |  \_\_\_/50 |