

## Oral Business Plan Presentation Marking Criteria

The mark next to each criteria is a guide only – any mark between 0 and the maximum can be awarded by judges.

### **Business Practice: (out of 10)**

- 10** A clear description of the product or service is given and a well thought out action plan was developed by motivated directors aiming at common goals. The team is underpinned by strong leadership.
- 7** A description of the product or service is given and a plan was developed by the directors to achieve the company goals.
- 5** A basic description of the product or service is given with directors having formulated the beginnings of a plan to achieve the company goals.
- 3** Some indication of the planned product or service is given.

### **Innovation: (out of 25)**

- 25** The product or service is a new idea in the market. The product or service clearly differentiates itself from other products and services in the market. Alternatively; the company has shown an ability to add value to a product or service that differentiates it from other products or services in the market.
- 18** The product is not new to the market but the directors have shown a point of difference between their product/service and the rest of the market.
- 12** The product or service attempts to differentiate itself from others in the market.
- 5** The product or service displays some innovation.

### **Marketing: (out of 10)**

- 10** The YES Company clearly understands the target market or niche and directors are able to describe the characteristics of this market via some form of research. The product or service has shown it meets the needs of the target market. The marketing mix is clearly explained and the pricing policy, promotional mix and position in the market place all clearly relate to the type of product or service.
- 7** The YES Company explains its target market or niche and has undertaken some market research. The product or service has shown that it relates to the needs of the market. The marketing mix is explained and the pricing, promotion and position in the market place are explained.
- 5** A target market is identified and discussed in relation to the product. The marketing mix is discussed in relation to the product/service.
- 3** Some elements of the marketing mix are discussed.

### **Production: (out of 10)**

- 10** The YES Company has established suppliers and sources of supply. The production process has been carefully planned and coordinated. The company has effective quality control measures in place and consideration has been given to intellectual property.
- 7** The YES Company has established some suppliers and some sources of supply. The production process has been planned. The company has made reference to quality control measures and some consideration has been given to intellectual property.
- 5** The YES Company has identified potential suppliers and discussed the production process and/or quality control and/or intellectual property.

3 The YES Company has discussed production in relation to one aspect of production.

**Finances: (out of 10)**

10 The sources of capital formation and finance to start the YES Company are clearly explained and the rate of return on investment is explained using appropriate financial scenarios. The YES Company has a clear cost breakdown and knows the volumes required to achieve break even. The directors have reported financial returns using a number of relevant scenarios. The YES Company has clearly defined if they have met their financial goals.

7 The sources of capital formation and finance to start the YES Company are explained and a meaningful estimate of the rate of return on investment is given. The YES Company has a cost breakdown and knows what is required to achieve break even. The directors have reported financial returns. The YES Company has defined if they have met some of their financial goals.

5 The YES Company has discussed some aspects of finance including at least three of the following aspects: capital formation, return on investment, profit goals, break even and financial documentation.

3 Some elements of finance are considered in the presentation.

**Worthy Investment: (out of 25)**

25 Company directors have either demonstrated the overwhelming customer appeal for the product/service or have demonstrated an outstanding ability to deliver on their business goals. There is scope to scale up and diversify into new products or services and/or national and international distribution, creating wealth for the shareholders/investors or stakeholders.

18 The product/service has merit with a well defined market and is a tempting investment or the business has shown an ability to deliver on most business goals. The product has potential to make a profit or increase returns to achieve company goals.

12 The product/service may have a market but more information is required to be convincing.

5 The product/service needs more consideration and research before it will be marketable.

**Presentation: (out of 10)**

10 Presenters were extremely confident and any aides used supported the presentation well. Presenters articulated the information clearly and covered all points. The presenters were innovative and creative in their presentation

6 Presenters were confident and aides used supported the presentation Presenters articulated information clearly and covered most points

3 Presenters were competent. Presentation made with some aides and covered most important points.

Total out of 100

*Note: The Oral Business Planning Presentation mark contributes 30% towards the National Awards competition.*

<b>Summarised Marking Schedule for the Oral Business Planning Presentation</b>		
	<b>Maximum Mark</b>	<b>Your Mark</b>
<b>Business Practice</b>	<b>10</b>	
<b>Innovation</b>	<b>25</b>	
<b>Marketing</b>	<b>10</b>	
<b>Production</b>	<b>10</b>	
<b>Finances</b>	<b>10</b>	
<b>Worthy Investment</b>	<b>25</b>	
<b>Presentation</b>	<b>10</b>	
<b>TOTAL</b>	<b>100</b>	