**Student Name:**

**NFTE Written Business Plan Rubric**

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| **FINAL SCORING** |
| **Opportunity Recognition & Business Structure** | **Market Research** | **Financial Information & Operations** | **Marketing & Sales** | **Total Score** |
|  **/20** |  **/32** |  **/32** |  **/16** |  **/100** |

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| **Student is able to:** | **Indicator** | **4 – Exceeds Expectations** | **3 – Meets Expectations** | **2 – Below Expectations** | **1 – Little or No Value** |
| **Identify a business idea fulfills a want or need that is not being met by existing businesses** | 1.1 Business Opportunity | Idea is clearly described and linked to clear need or want; data is used to support claims | Idea is clearly described and linked to clear need or want | Idea is described but is not linked to a clear need or want | Idea is poorly described and not linked to a need or want  |
| 1.2 Type of Business |
| **Structure a business logically and appropriately** | 1.3 Type of Business Ownership | Ownership type is best for the business; states rationales for chosen type | Ownership type is best for the business; states one rationale for chosen type | Ownership type is identified; no rationale provide for chosen type | Ownership type does not fit business model; no rationale provided or flawed rationale |
| **Explain the relationship between themselves, their business, and their community** | 1.4 Mission Statement | Clearly and succinctly states what the business does and why it exists; language is appealing and exciting  | Clearly states what the business does and why it exists | Does not clearly state what the business does or why it exists | Is unrelated to what the business does or why it exists |
| 1.5 Social Responsibility | SR Plan is well-defined, innovative, tightly aligned with mission statement | SR Plan is well-defined and somewhat aligned with mission statement | SR Plan may be unclear or is unrelated to mission statement | No SR plan provided |
| 1.6 Qualifications | Lists 3 or more qualifications that provide compelling rationale for student running business | Lists 3 qualifications that are all connected to running the business | Lists 3 qualifications but at qualifications are not all connected to running the business  | Lists less than 3 qualifications or qualifications listed are irrelevant to running the business |
| **Section Total** | **/20** |

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| **Student is able to:** | **Indicator** | **4 – Exceeds Expectations** | **3 – Meets Expectations** | **2 – Below Expectations** | **1 – Little or No Value** |
| **Determine the market size for their business by using primary and secondary sources** | 2.1 Market Research  | Correctly identifies industry name and size; connects current trends to further support business opportunity | Student correctly identifies industry name and size for their business | Incorrectly identifies either the industry name or size, though provides evidence research | Incorrectly identifies industry name and size; research not completed |
| Potential target market size is accurate, based on clear quantitative reasoning, and includes student-generated primary research  | Potential target market size is accurate and based on clear quantitative reasoning | Potential target market size is inaccurate but based on clear quantitative reasoning | Potential target market size is inaccurate; no quantitative rationale provided |
| **Identify an appropriate target market in terms of demographics, psychographics, and consumer behaviors** | 2.2 Target Market | Extensive and relevant demographic, geographic and psychographic information; linked to product or service’s features and benefits  | Relevant demographic, geographic and psychographic information; linked to product or service’s features and benefits | Limited or irrelevant demographic, geographic and psychographic information; somewhat linked to product or service’s features and benefits | Limited or irrelevant demographic, geographic and psychographic information; not linked to product or service’s features and benefits |
| **Differentiate their business from direct and indirect competitors****Set a long-term vision for their business based on their understanding of market trends and future challenges** | 2.3 Competitors | Identifies more than 3 direct competitors and provides info about their prices, location, quality, and reputation; provides comparison between competitors and own business | Identifies 3 direct competitors and provides info about their prices, location, quality, and reputation | Identifies 2 direct competitors and provides info about their prices, location, quality, and reputation | Identifies 2 or fewer direct competitors but does not provide info about their prices, location, quality, and reputation |
| Identifies multiple indirect competitors and provides info about their prices, location, quality, and reputation; comments on why competitors are indirect | Identifies multiple indirect competitors and provides info about their prices, location, quality, and reputation | Identifies an indirect competitor and provides info about their prices, location, quality, and reputation | Info on indirect competitors missing or inaccurate |
| 2.4 Competitive Advantage | States 3 clear and valid competitive advantages; uses research on competitors to support claims | States 3 clear and valid competitive advantages | States 2 competitive advantages, or advantages are unclear | States 1 or no competitive advantages, or advantages invalid |
| **Create a long-term vision for their business based on their understanding of market trends** | 2.5 Business Growth | Business growth strategies and next steps are attainable and time-bound; strategies’ rationale linked to market research and informed by personal reflection | Business growth strategies and next steps are attainable and time-bound; strategies’ rationale linked to market research | Business growth strategies and next steps may not be attainable or they’re not time-bound | Business growth strategies and next steps are missing or are irrelevant to the business |
| 2.6 Challenges | Challenges and potential barriers are insightful, relevant, and explicitly informed by market research and informed by personal reflection | Challenges and potential barriers are insightful, relevant, and explicitly informed by market research | Challenges and potential barriers are somewhat unclear or somewhat irrelevant | Challenges and potential barriers are missing or are irrelevant to the business |
| **Section Total** | **/32** |

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| **Student is able to:** | **Indicator** | **4 – Exceeds Expectations** | **3 – Meets Expectations** | **2 – Below Expectations** | **1 – Little or No Value** |
| **Explain how the business defines a unit and how that unit is produced** | 3.1 Definition of One Unit | Unit is clearly defined and plan for production is well-thought out and feasible. | Unit is clearly defined and plan for production is explained and feasible. | Unit is not clearly defined and plan for production is unclear. | Unit is not clearly defined at all; Plan is infeasible and unclear. |
| 3.2 Production Process |
| **Structure their EOU and variable expenses in an accurate and cost effective manner** | 3.3 Variable Expenses | Selling price and expenses are competitive, feasible, and show evidence of research; contribution margin is reasonable for scope of business | Selling price and expenses are competitive and feasible; contribution margin is reasonable for scope of business | Selling price may be skewed; Expenses may not be feasible, or they may not show evidence of research; Contribution margin may be unreasonable or negative | EOU and/or Variable expense structures are missing or incomplete  |
| 3.4 EOU |
| 3.3 Variable Expenses | N/A | All calculations are accurate and all costs are accurately categorized | Most calculations are accurate and most costs are accurately categorized | Some calculations are accurate and some costs are accurately categorized |
| 3.4 EOU |
| **Identify monthly fixed expenses, and calculate how those expenses affect projected yearly income** | 3.5 Fixed Expenses | N/A | Fixed expenses are competitive, feasible and show evidence of research | Fixed are feasible but show no evidence of research | Fixed expenses are missing or incomplete |
| 3.6 Income Statement | N/A | Income statement is complete and formatted correctly; Demonstrates a reasonable and healthy annual profit | Income statement is complete and formatted correctly; Demonstrates conceptual misunderstandings through unreasonable and/or negative profit | Income statement is not complete and/or formatted incorrectly |
| 3.5 Fixed Expenses | N/A | All calculations are accurate and all costs are accurately categorized | Most calculations are accurate and most costs are accurately categorized | Some calculations are accurate and some costs are accurately categorized |
| 3.6 Income Statement |
| **Determine the amount of capital necessary to start their business** | 3.7 Start-up Investment  | N/A | Start-up costs are competitive, feasible and show evidence of research | Start-up costs are feasible but show no evidence of research | Start-up costs are missing or incomplete |
| 3.7 Start-up Investment | N/A | All calculations are accurate | Most calculations are accurate  | Some calculations are accurate  |
| **Calculate financial ratios and explain their significance in relation to their business’ financial health** | 3.8 Financial Ratios | N/A | Provides a valid explanation of what each ratio means for the business’ financial health | Provides a somewhat misinformed explanation of what each ratio means for the business’ financial health | Explanation missing or unrepresentative of business’ financial health |
| 3.8 Financial Ratios | N/A | All calculations are accurate | Most calculations are accurate  | Some calculations are accurate  |
| **Section Total** | **/32** |

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| **Student is able to:** | **Indicator** | **4 – Exceeds Expectations** | **3 – Meets Expectations** | **2 – Below Expectations** | **1 – Little or No Value** |
| **Communicate how their product or service benefits members of their target market** | 4.1 Marketing Plan | Highlights 4 or more marketing strategies for the business that includes people, place, and price strategies; thoroughly explains how these will appeal to members of target market; rationale supported by market research | Highlights 3 or more marketing strategies for the business that includes people, place, and price strategies to communicate how their business will benefit members of target market | Highlights 3 or more marketing strategies for the business that includes people, place, and price strategies to communicate how their business will benefit members of target market; not tailored to members of target market | Highlights 3 or less marketing strategies for the business that may or may not include people, place, and price strategies; features are poorly described and not connected to the target market |
| **Promote their business to members of their target market through multiple modalities (physical and digital)** | 4.2 Promotion | Describes 5 or more feasible promotional strategies in detail and explains how each is tailored to reach members of target market; rationale is supported by market research | Describes 5 or more feasible promotional strategies in detail and explains how each is tailored to reach members of target market | Describes 4-5 feasible promotional strategies but strategies are general and not tailored to members of target market | Describes 3 or less promotional strategies; strategies are unclear and not connected to members of target market |
| **Create effective strategies to sell to and retain customers in their target market** | 4.3 Sales Methods | Sales methods are specific, feasible and tailored to members of target market; strategically uses information from the consumer profile to support methods | Sales methods are specific, feasible and tailored to members of target market | Sales methods are identified, but may not all be feasible or appropriate for members of target market | Sales methods are missing or are irrelevant to members of target market |
| **Use primary and secondary research to realistically forecast future sales** | 4.4 Sales Estimates | Sales estimates are reasonable; provides compelling rationale based on market research, seasonality, maximum capacity, and break even units | Sales estimates are reasonable; provides rationale based on market research, seasonality, maximum capacity, and break even units | Sales estimates are somewhat reasonable or provides unclear rationale based on market research, seasonality, maximum capacity, and break even units | Sales estimates are not reasonable; rationale is missing or inaccurate |
| **Section Total** | **/16** |