

**Business Plan Grading Rubric**      Name: \_\_\_\_\_

| Objectives   | 3 | 5 | 7 | <b>10</b><br><b>To receive a 10 in this area, student must demonstrate the following:</b>  | <b>Total Points</b> |
|--|---|---|---|--|---------------------|
| <b>1. Location</b>   |   |   |   | You will need to pick a location for your company. Most pick working out of their home. You need to clarify where and why you are working from home and have an area designed to work. You can pick a retail location, home location, office location or a warehouse location (for big production areas). Please explore rents for that area.  |                     |
| <b>2. Services</b>   |   |   |   | What are the services or products you will sell in order to generate income for the business? You will need to describe the services in detail so the "average" person can understand what services you offer. There is a list of approximately 73 ways to generate income from a video business. You may pick one, several or even all the services from the list. You will also need to provide pricing for the services. The pricing NEEDS to reflect what the current market will bear. You can explore how much other companies charge for similar services. Your services MUST be in a MONTHLY statement.  |                     |
| <b>3. Competitors</b>  |   |   |   | You will need to explore who your competition is and WHY these are your competitors. If you pick an area that has no competition, there is a chance that there is NO market for that service! You must show REAL competitors in the metro Atlanta area. You MUST show contact information for your competition. Please list at least 3 competitors. Note: Major TV networks are NOT your competitors as they are not producing videos for small business or consumers. You can find real competitors through a search or video production companies in Atlanta.  |                     |
| <b>4/5. Marketing Advertising</b>                                  |   |   |   | You must define your target market. You MUST be specific about your market. You cannot simply say anyone between 20 and 40...that person must live within a certain area of your business, they MUST be able to adequately pay for your product or service, and that target must be properly defined. You must show what tools you will use in your company and show the budget (monthly) to hit your target market. Your budget must be reflected in your income budget statement in the FINANCIAL part of your plan. Please list WHERE you will advertise and the monthly cost for each place you will advertise   |                     |
| <b>6. Expenses and Income (monthly budget/pro forma statement)</b> |   |   |   | You must detail your projected monthly expenses. Show where each dollar is or will be going that comes from your income. You must show a <u>monthly income</u> statement based on your monthly costs and your monthly income (projected). The financial statement must reflect all your monthly costs and income. I am looking for a chart of monthly expenses your business is likely to incur. Take in account for DEBT service, monthly rent, internet and phone service, etc.  |                     |
| <b>7. Equipment</b>  |   |   |   | You will need to purchase equipment to <u>begin</u> your journey in the video production. You will have a budget of \$15,000.00. With this money, you must purchase your equipment, show where you are buying the equipment (please provide pictures as well), show that you will have money left over to apply to marketing, and detail WHAT the equipment will be used for. <u>Equipment:</u> You will need to purchase equipment to begin your journey in the video production. You will have a budget of \$15,000.00. With this money, you must purchase your equipment, show where you are buying the equipment (please provide pictures as well), show that you will have money left over to apply to marketing, and detail WHAT the equipment will be used for. |                     |
| <b>8. Executive summary</b>  |   |   |   | What makes you qualified to run a video business? List your qualities, the classes you've taken to help you run your company? Also, list what your salary would be. To get your salary, typically, not always, take your company's income minus the monthly expenses and this is what your salary could be.  |                     |
| <b>9. Challenges and Goals</b>                                     |   |   |   | A list of challenges and goals: this line item must include real challenges your company will face and your target goal in terms of income and place among your competition. You must include real numbers based on an anticipated income from your list of services.  |                     |
| <b>10. Networking Plan</b>   |   |   |   | You must show REAL colleagues that could steer business your way. ie. Wedding planners, florists, bands, DJs all steered clients to me in the wedding video part of my business.   |                     |
| <b>11. Presentation</b>  |   |   |   | Your overall presentation is clean, without typos, makes common, logical sense. Pages follow a simple, readable format.  |                     |

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| <b>GRAND<br/>TOTAL</b> |  |  |  |  |  |
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