

Business Plan Rubric

Rubric: The student will learn how to focus their energies into the development of a video business. Students will receive a virtual loan of \$15,000.00 from our bank. The student must repay the load and simple interest of 5% in 36 months.

Form: Students shall submit their plan digitally through the ahsvideo.com website. Students must include justifications of the following 10 elements for their business plan.

1. A list of **services**: ie. Duplication, video taping, editing, technical services
Services must be the services your company will perform including a description of each service, relevant pricing based on the pricing structure of your competition, and how you will charge for each service whter it is an hourly fee or a project fee.
2. A **location** based on topics discussed in class, including rent costs, telephone, electric, water, etc. Please also include WHY you chose your specific location
3. A list of **real competitors** including their contact information, website information and why you chose the competitors you chose. Your competitors MUST provide the same types of services your company performs
4. Several forms of **advertisement** and their costs. These MUST be the advertising forms your company will use based on the marketing plan. The advertisement must include real pricing for your locations, the types of advertising, and how long you plan on advertising your company.
5. A **marketing plan**: This plan must include your target markets for each of your services. Please include the demographics of your target market and how you plan on reaching each of your target audiences
6. A budget of **expenses and income**: This line item must include all sources of your income, and all sources of your expenses
7. A list of **equipment** and their costs: This line item must include REAL equipment, where you plan on purchasing the equipment and how it fits into your company
8. Your **salary** plus any employee salary: This line item is based on how much you personally have to make in order to pay all your living expenses.
9. 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.
10. A **networking plan** of colleagues: Who are the people or other types of companies that can give your company real business? How do you plan on reaching those colleagues?

This project is used to enlighten and inform the students on how to start their own business including the risks and rewards. Students will be graded based on completeness, neatness, content, and depth.