

## **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. The business plan will consist of **10 (TEN) elements** that can be discussed through a variety of methods in your thesis including pictures, graphs, charts, income statements, and elements of your phone discussions. All documentation must be typed and submitted through the website in word, pages, pdf, or google docs. Please save all your work as you will revise your papers as you go through all ten elements.

**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 whether it is an hourly fee or a project fee. This page could look like a restaurant menu highlighting the services, a description of what each service is and their associated costs.

#### **Related questions to answer:**

- a. What services will your video business offer?
- b. What elements will be included in each service you offer?
- c. What prices will you charge for your services? You must remember that you must charge the prices that the market will bear. You can get an idea about pricing from looking at your competitors' pricing and services.
- d. What strategies will you use in order to raise your prices?
- e. What can you do to increase sales in your company?
- f. Where can you find potential services or ideas you can offer in YOUR video business?

**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. This page can look like a drawing of your room or office and how you will place your equipment in that room. Please make sure you have adequate space to meet with clients and perform all the services you want to do in your business.

#### **Related questions to answer:**

- a. Why are you choosing the location you are choosing?
- b. Is it because of costs?
- c. Is it because of the type of services you are offering in your business?
- d. What are the 4 (four) main types of locations?
- e. Each type of location has a pro and a con. List the pros and cons of your 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. This page may look like a simple list. Please list the competitor you chose including their website, their physical location and a contact person. Do **NOT** say you chose them because they are the best unless you have actually used their services.

**Related questions to answer:**

- a. Who are 5 competitors in your area that offer the same services you are planning to offer?
- b. How does your pricing compare to their pricing?
- c. How can you perform the same services that they perform and compete against them?
- d. What can you do to make your services better than their services?
- e. Where can you find a list of your competitors?

**4. 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.

**Related questions to answer:**

- a. Who is YOUR target market?
- b. How old are these people?
- c. Where do these people reside?
- d. Where do these people work?
- e. What businesses or what types of businesses can you do business with?
- f. How will you reach them?
- g. How will you retain those customers so they repeatedly buy services from you?
- h. What will you do to help get your customers to get you more customers and clients?
- i. What kinds of marketing materials will you use to promote your business?
- j. What kinds of strategies will you use in order to get potential customers into paying customers?
- k. Where can you find a marketing plan?

**5. 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. This page can look like a chart of places to advertise and their actual costs.

**Related questions to answer:**

- a. What forms of advertising will you use in your business?
- b. What are the costs of each form of advertising?
- c. What are the pros and cons of each form of advertising that you will choose?

- d. What is the effectiveness of each form of advertising?
- e. What forms of advertising does your competition use and why?
- f. How will advertising affect your budget?
- g. How much money per month can you afford to spend on advertising?
- h. Where can you find a list of places or ideas to advertise?

**6. A budget of expenses and income:**

This line item must include all sources of your income, and all sources of your expenses. This page should look like a MONTHLY budget with costs on one side and income on the other side. You cannot afford to spend more money than you bring in or else your company will fail.

**Related questions to answer:**

- a. What is the MONTHLY amount of money your company can expect to make?
- b. What are all the sources of your income per month?
- c. How much money will you spend on rent per month?
- d. How much money will you pay yourself per month?
- e. How much will you spend on advertising per month?
- f. How much will you spend on equipment and/or supplies per month?
- g. How much will you spend on paying back your loan per month?
- h. How much will you spend on insurance per month?
- i. How much will you spend on any costs associated with your business?
- j. What are all the costs associated with your business?
- k. Where can you find a list of business costs?

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.

**Related questions to answer:**

- a. What equipment will you need in order to perform your list of services in your company?
- b. Where can you find the equipment you will need for your business?
- c. What are all the costs to purchase the equipment you will need to start your business?
- d. You will have a loan from THE VIRTUAL BANK of \$15,000.00. What part of that money will you use to purchase the equipment you will need?
- e. Specifically what equipment will you buy? Show model numbers, pictures, pricing and WHERE you will buy each piece of equipment.

**8. Your biography (Executive Summary):** List all the qualifications you have that will entice a banker to want to lend you money for your endeavor. List what

makes you uniquely qualified to start and run your business. Give specific examples such as perfect attendance, working a yard job when you were younger, classes that have enabled you to have knowledge such as video production, math, business classes, etc.

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.

**Related questions to answer:**

- a. What is your mission statement?
- b. What is your monthly goal to achieve?
- c. How long will, in your estimate, take to achieve that goal?
- d. What other classes or equipment will you need to achieve your goal?
- e. Will you have to move locations to achieve your goal?
- f. How long will it take to pay off your VIRTUAL LOAN?
- g. What can you do to ensure that you will stay in business?
- h. What can you do to ensure that you will pay off your loan?

10. A **networking plan** of colleagues: Networking is the single greatest attribute you can use to grow your business. This page should look like a list of places you can use to network your business. These places **MUST** be real.

**Related questions to answer:**

- a. Who are the people or other types of companies that can give your company real business?
- b. How do you plan on reaching those colleagues?
- c. What networking events can you join to increase your business/
- d. Where can you find a list of places to network?

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