



CALIFORNIA COMMUNITY COLLEGES

**Doing What MATTERS™**

FOR JOBS AND THE ECONOMY

## **10<sup>th</sup> ANNUAL YOUTH ENTREPRENEURSHIP**

### **BUSINESS PLAN COMPETITION**

#### **Business Plan Rubric**

**Saturday, April 7, 2018**

Name: \_\_\_\_\_

Total Points: \_\_\_\_\_

Business Name: \_\_\_\_\_

Reviewed By: \_\_\_\_\_

- |   |   |   |   |   |  |
|---|---|---|---|---|--|
| 1 | 2 | 3 | 4 | 5 | The plan begins with an introduction that shows the logic behind the business selected to start, as well as a strong organizational structure needed to run the business |
| 1 | 2 | 3 | 4 | 5 | The plan is supported by research of the customer, competition, and the business to be started   |
| 1 | 2 | 3 | 4 | 5 | The plan identifies logical target markets that show a strong understanding of the need for focus in a business plan   |
| 1 | 2 | 3 | 4 | 5 | The product, price, promotion, and distribution sections of the plan strongly support the target markets selected  |
| 1 | 2 | 3 | 4 | 5 | The plan addresses the operations, customer service, management, and human resources elements of the business  |
| 1 | 2 | 3 | 4 | 5 | The financial plan is realistic and demonstrates that the participant has thoroughly researched the costs of running the business  |
| 1 | 2 | 3 | 4 | 5 | The participant's plan contains strong logical arguments why this business would be viable   |
| 1 | 2 | 3 | 4 | 5 | The participant's presentation of the business plan is creative and believable   |