

**Feasibility Study // Business Plan
Grading Template - 35% of grade.**

Student name: _____

Project Summary: Each student will develop an overall business concept and organization of the venture including the development of a budget forecast and basic operational procedures. The business plan will exhibit excellent presentation, readability, and persuasiveness.

Part I: Overall presentation 20 points

5 points error free _____

5 point overall appeal/ format; _____

5 points - sufficient breadth and depth overall; _____

5 points - obvious organization and clear progression: _____

Part II: Quality of response and description for each section - 80 points

1. Introduction (3 points) _____

Introduce the plan. Explain who wrote it, when and for what purpose. Give contact details.

2. Summary (7 points) _____

Concise overview of the scope of the project.

3. Mission, Strategies (8 points)

What are its SWOTs? What are its major objectives, key strategies and prime goals ? 3 _____

List the form of the business and provide a brief rationale for this selection. 5 _____

4. Present Status of Project (2 points) _____

Summarize achievements and performance (financial, sales, technical etc.) to date. Introduce the stakeholders in the business.

5. Product/Service Description (5 points) _____

Explain briefly what makes them special.

6. Profile of Target Market(s) (5 points) _____

Size, segments, trends, competition and user/customer profiles. Data to support target market.

7. Marketing Strategies & Sales Plans (8 points)

How will the business market its products/services and sell to customers? What sales will be achieved in its main markets? How will it deal with competitors ? Indicate costs. 4 pts _____

Identify marketing studies or research collected which support the market position, and the marketing strategies. 4pts _____

Part I Total _____

Part II Total/page 1 _____

8. R&D and Technology (2 points) _____

If relevant, explain progress, plans, resources and highlight any technological advances.

9. Manufacturing/Operational Plans (10 points)

a) Highlight major elements only. Indicate organization, resources, costs. 2 _____

b) Identify the key regulations and licenses required of the business if any. 2 _____

c) Identify the risk management plan for the various exposures. 5 _____

Make sure you include the costs of these insurances in your financial section. 1 _____

10. Management & Staffing - (5 point)

Introduce the proposed management team. 1 _____

Staffing format & inclusive costs noted (insurances/taxes): 4 _____

11. Financial Position & Projections (10 points) - Clarity and realistic projections key

Description of financial material - 1 _____

P&L statement - 3 _____

A cashflow projection by month that includes direct and indirect costs - 3 _____

Create an itemized budget that identifies the major capital costs of the venture - 3 _____

12. Funding Requirements & Proposals - 5 points _____

Summarize funding resources return on their investment.

13. Implementation - 5 points _____

Major decision points, time line and actions required by management.

14. Conclusion - 5 points _____

Indicate why the business will succeed and why it should be supported./ Convincing.

Total Points Part I: _____/20

Total Points Part II : (p.1) _____/ 38

Total Points Part II: (p. 2) _____/ 42

Total Score _____