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## **Business Financial Plan**

*Business financial planning is paramount to the success of any business enterprise. This event is designed to recognize FBLA members who possess the knowledge and skills needed to establish and develop a complete financial plan for a business venture. The financial plan requesting a loan from a financial institution must be economically and financially sound with a realistic time frame. In addition to learning and applying financial decision-making skills, team participants develop business contacts, implement written and oral skills, and develop familiarity with procedures of financial institutions.*

### **Competencies**

This event consists of two (2) parts:

- Pre-judged Written Report
- Performance Component

#### *Report Competencies*

- arrange the report logically and in proper business style
- demonstrate good written communication skills
- describe project development and implementation
- explain the need for a loan, the type of loan, and the process of obtaining a loan

#### *Performance Competencies*

- answer questions effectively
- demonstrate the ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate effective verbal communication skills
- describe project development and implementation
- explain content logically and systematically

#### **Business Education Curriculum Standard(s):**

Accounting; Communication; Computation; Economics and Personal Finance; Management

### **2016 National Topic**

You just recently graduated from your university with a degree in Health and Physical Fitness. You played two sports at your university and continue to remain healthy by working out and eating well. Your dream has been to open your own athletic club with high-end equipment, structured class exercise rooms, cardio exercise equipment, weight machines, and free weights. You want to offer 30- and 60-minute massages and personalized fitness plans. You will have locker rooms and operate 24 hours/7 days a week. There is an opportunity to grow and hire other employees who could be personal trainers working with you in the same school of philosophy.

You have thousands of dollars of debt and no disposable income because you have not been hired for your first job since graduating. You really want to open this athletic club. You are planning to open your own facility in a 15,000 square foot, stand-alone building. You will need equipment, inventory, software for schedules, and more to open your doors.

You did your research and you found a great opportunity to present your idea including a business financial plan to a major Angel Investor who may want to invest in your plan.

Prepare a well-written business financial plan following the parameters and FBLA Performance Indicators as assigned. You will need to submit your report and then give a seven-minute presentation to the Angel Investor (judges).

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## **State Eligibility**

Each local chapter may enter two (2) projects prepared by an individual or a team of 2-3 members. Participants must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by December 31 of the current school year. All the participants who prepare the written report must represent the chapter in the oral presentation if the chapter is selected as one of the ten finalists. The project must not have been submitted for judging at a previous State Leadership Conference.

*In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual.*

## **State Regulations**

### **Pre-Judged Written Report**

1. Report formats **must** follow the same sequence shown on the rating sheet found in these guidelines. If the information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format.
2. Written reports **must** adhere to the following technical requirements. Penalty points will be given if the written project doesn't adhere to the report cover and report contents guidelines.

#### **A. Report Covers**

- (1) Front cover is **not** counted against the page limit.
- (2) Front covers **must** contain the following information: the name of the school, the state, name of the event, name(s) of students (if applicable) and the year (20xx-20xx).

#### **B. Report Contents**

- (1) A one-page description of the plan should be the first page of the report.
  - (2) Reports **must** contain a table of contents with page numbers.
  - (3) Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
  - (4) Pages must be numbered and must be sized for 8 ½" x 11."
  - (5) Reports must not exceed fifteen (15) pages excluding the front cover and the description (a title page, divider pages, and appendices are optional and must be included in the page count).
3. Reports must be prepared by student members, not advisers. Local chapter advisers should serve as consultants to ensure that the report is well organized, contains substantiated statements, and is written in an acceptable business style.
  4. FBLA-PBL encourages local chapters to cooperate on projects during the year. However, each chapter involved in the project must write and submit an independent report.
  5. Penalty points will be given if the written project doesn't adhere to the guidelines.
  6. Reports must be prepared by student members, not advisers. Local chapter advisers, as well as financial institutions, should serve as consultants to ensure the financial plan is well organized, contains substantiated statements, and is prepared in an acceptable format.

### **Performance**

1. Based on the highest written report scores, a maximum of ten (10) entries will be selected to make oral presentations at the State Leadership Conference. Only these finalists qualify to attend the State Leadership Conference.
2. Each individual or team of 2-3 members from each chapter selected for the finals will give an oral presentation at the State Leadership Conference. The presentation must be conducted by participants who authored the event.
3. A maximum time limit of five (5) minutes will be allowed to set up and remove equipment or presentation items.

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4. The chapter must provide the computer for the event. A LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters.
  5. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
  6. The individual or team members must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
  7. All individuals or team members must actively participate in the performance.
  8. Seven (7) minutes will be given to describe the project and the results obtained.
  9. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
  10. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
  11. The performance is open to conference attendees, except performing participants of this event.

### **State Procedure**

1. The event consists of two parts: (1) submission of a written business financial plan, and (2) performance.
2. Participants are required to complete both parts to be eligible to win an award.
3. At the State Leadership Conference, the chapter adviser must confirm students' participation in the event. Participants who are not confirmed will be disqualified.
4. **The participant(s) must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php](http://www.pafbla.org/dresscode.php). If the participants do not comply, they will not be admitted to the oral presentation area until they are in compliance with the dress code.**

### **Preconference Requirements**

1. The participant(s) must submit the following items:
  - a. An event entry form, which is posted on the PA FBLA web site, certified by the local chapter adviser.
2. A PDF of the report must be uploaded by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org) website. After the chapter adviser registers the student(s) for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.
3. **The materials must be received by the PA FBLA Executive Director/State Chairman by the received by date published at [www.pafbla.org/importantdates.php](http://www.pafbla.org/importantdates.php), which is posted on the PA FBLA web site. Failure to submit these documents by this date will result in the participants being disqualified.**

### **Conference Requirements**

1. The participants with the ten (10) highest written report scores will be scheduled for an oral presentation. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by date listed at [www.pafbla.org/importantdates.php](http://www.pafbla.org/importantdates.php), which is posted on the PA FBLA website. Only those ten (10) finalists will qualify to attend the State Leadership Conference.
2. At the State Leadership Conference, the chapter adviser must confirm students' participation in the event. Participants who are not confirmed will be disqualified.

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3. Participants must furnish their own equipment.

## **State Judging**

Reports will be screened to determine if the projects have complied with event eligibility and regulations. A separate panel of judges will select the ten (10) finalists before the State Leadership Conference. Only these ten (10) finalists will qualify to attend the State Leadership Conference, and they will be notified by the PA FBLA Executive Director/State Chairman on the date that is listed at [www.pafbfa.org/importantdates.php](http://www.pafbfa.org/importantdates.php), which is listed on the PA FBLA website.

A panel of judges will evaluate the oral presentations. Final rank will be determined by totaling the written report scores and the oral presentation scores. All decisions of the judges are final.

If there is a tie after the written portion in order to determine the top 10 finalists, ties will be broken based on the following:

### **First Tiebreaker**

- Total points of the *Report Content* section on the Report Rating Sheet.

### **Second Tiebreaker**

- Total points of the “Clear and concise presentation with logical arrangement of information following the rating sheet categories” category in the *Format* section on the Report Rating Sheet.

### **Third Tiebreaker**

- Total points of the “Description of business, assumptions, and strategies to obtain the loan” category in the *Report Content* section on the Report Rating Sheet.

If there is a tie after the written portion and the oral presentation portion of the event, ties will be broken based on the following:

### **First Tiebreaker**

- Total points of the Report Rating Sheet.

### **Second Tiebreaker**

- Total points of the *Content* section on the Performance Rating Sheet.

### **Third Tiebreaker**

- Total points of the “Demonstrates the ability to effectively answer questions” category within the *Delivery* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbfa.org/tiebreakers.php](http://www.pafbfa.org/tiebreakers.php).

## **State Awards**

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

## **National Conference Eligibility**

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the [National Chapter Management Handbook](#) for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winners cannot attend, it is the responsibility of the:

### **local chapter adviser**

- to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

### **PA FBLA Executive Director/State Chairman**

- to contact the next eligible award winner about participating at the National Leadership Conference.



# BUSINESS FINANCIAL PLAN

## Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Report Content</b>					
Description of business, assumptions, and strategies to obtain loan (one page)	0	1–10	11–20	21–30	
Company Description <ul style="list-style-type: none"> <li>• Legal form of business</li> <li>• Company governance</li> <li>• Company location(s)</li> <li>• Long- and short-term goals</li> </ul>	0	1–7	8–14	15–20	
Operations and Management <ul style="list-style-type: none"> <li>• Business facilities described</li> <li>• Management personnel identified</li> <li>• Workforce described (current and projected)</li> </ul>	0	1–8	9–18	19–25	
Target Market <ul style="list-style-type: none"> <li>• Target market defined (size, growth potential, needs)</li> <li>• Risks and potential adverse results identified, analyzed, and planned for</li> </ul>	0	1–10	11–20	21–30	
Financial Institution <ul style="list-style-type: none"> <li>• Name and type of financial institution to which loan application is being made</li> </ul>	0	1–7	8–14	15–20	
Loan Request <ul style="list-style-type: none"> <li>• Purpose of loan and amount requested</li> <li>• Itemized planned expenditures</li> <li>• Projections for future stability of company</li> </ul>	0	1–10	11–20	21–30	
Supporting Documents <ul style="list-style-type: none"> <li>• Works cited page</li> </ul>	0	1–5	6–10	11–15	
<b>Format</b>					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–5	6–10	11–15	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–5	6–10	11–15	
<b>Subtotal</b>					<b>/200 max.</b>
<b>Penalty Points</b> Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> over fifteen (15) pages <input type="checkbox"/> no page numbers <input type="checkbox"/> report format does not follow rating sheet <input type="checkbox"/> entry labeled incorrectly on the upload					
<b>Total Points</b>					<b>/200 max.</b>

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION & INITIALS  
(scores checked for accuracy)

☐ Competitive Events Team \_\_\_\_\_



## BUSINESS FINANCIAL PLAN

### Performance Rating Sheet

#### ☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of the company, operations, and management (current & projected)	0	1–5	6–10	11–15	
Description of the financial plan and strategies to obtain loan	0	1–5	6–10	11–15	
Underlying assumptions explained and supported	0	1–5	6–10	11–15	
Risks and potential adverse results identified, analyzed, and planned	0	1–5	6–10	11–15	
Purpose of loan and amount requested and projections	0	1–3	4–7	8–10	
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal				/100 max.	
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points				/100 max.	
Report Score				/200 max.	
Final Score (add total points and report score)				/300 max.	

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION & INITIALS  
(scores checked for accuracy)

☐ Chief Administrator \_\_\_\_\_

☐ Official Checker \_\_\_\_\_