

## **Business Plan Project Grading Rubric – HRIM 381**

**Executive Summary**- an overview of the business proposal. Is it concise and to the point? Does it create excitement? Have you provided a rationale/ argument for its development? 10 Points

**Company Summary** – an overview of where the business activities will take place. At this point developers of the business plan have already researched the desired community and have an option on a specific location. Others, will need to secure additional capital before they select the final location. This will include the rationale or statement of purpose for the proposal. 15 Points

**Concept and Theme** – in this section of the business plan, the developers explain purpose and specifics of the business. For a food service company this will include menu and other services sold. Including the layout and design. 25 Points

**Market Analysis** – In this section a detailed analysis of the market is described. Explores that will lead the developers toward creating a marketing strategy that identifies and targets a narrowly defined market. 20 Points

**Strategy and Implementation** – in this section, the developers list the specifics of how they will conduct their business. This will be the operational plan. (Discuss hours of operation, meal periods to be served, service style, location etc.) Also include the recipes and costing of at least 3 signature food and 3 signature beverage items. 30 Points

**Competitive Edge** - a marketing mix can be established through the use of a SWOT analysis. In this analysis, the proposed business principals can identify the Strengths, Weaknesses, Opportunities, and Threats to it in the marketplace. Additionally, the marketing mix will state a plan for marketing the goods and services through a combination of decisions regarding the price, place, product, and promotion of the business organization. 15 Points

**Management Summary** – a section that identifies who will manage the business activities of the organization. Include a staffing guide (with one week payroll). 15 Points

**Financial Plan** – in this section, the proposal will state their financial strategy. In a food service operation this would include cost of goods sold; furniture and fixture costs; fixed costs, such as rent; variable costs, such as, supplies, cleaning, and china; and others that will have a significant impact of the success of the business. Include a schedule of start-up costs and financing plan. 10 Points

- Professionalism
- Thoroughness
- Neatness, grammar and writing style. 10 Points