

**FINAL SCORE**

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## **Business Plan Rubric**

<b>Items</b>	<b>Marks Allotted</b>	<b>Marks Earned</b>
Executive Summary, Mission & Vision Statement, Logo, Slogan	10	
Description of the Business – Operations, location, Industry Analysis, Capacity, Procurement	10	
Business Goals and Objectives	10	
Description of product/s or Service/s	10	
Description of the Market/ Market Analysis – Target Market & Keys to success	8	
Marketing Plan/Strategy – Promotion/ advertising, pricing strategy	8	
Production Plan (based on the type of business you are doing)	6	
Management/Organization Structure	6	
Financial documents including – Sales forecast, Start-up Cost, Operating cost and projected cash flow.	8	
Legal aspects – including intellectual property e.g. trademark, patent or copyright	4	
Appendices – job description, resume, organizational chart and picture of product/service	5	
Use of English	5	
<b>TOTAL MARKS</b>	<b>90</b>	

**Rubric – Practical (75 marks)**

**Learners will be required to have a grand launch for their business and do an elevator pitch for their business plan. ( The elevator pitch should be 5 Minutes in length)**

ITEMS		Marks Allotted	Marks Awarded
	1. Does the presenter grab your attention and present the concept with enthusiasm in a clear, concise and professional manner?	4	
	2. Does the presenter clearly identify target customers and describe the benefit the solution provides to the customers?	4	
	3. Does the presenter convey a memorable message that makes you want to learn more about the proposed business?	4	
	4. Outline registration Process, (including permits/licence for the business venture chosen	5	
	5. Business idea & name of business	4	
	6. Creativity in Launching the Business	5	
	7. Presentation of Products/Pictures of services to be offered	5	
	8. Measures utilized for start-up cost requirements	5	
	9. Marketing techniques utilized	5	
	10. Business management skills employed	5	
	11. Purpose of launching their business	4	
	12. Teamwork skills employed	5	
	13. Do an advertisement for your products/services	5	
<b>TOTAL MARKS</b>		<b>60</b>	

**General Comments:** \_\_\_\_\_

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**Instructor's Signature** \_\_\_\_\_ **Date** \_\_\_\_\_