

Michigan FFA Association
Marketing Plan Career Development Event Feedback Card

Chapter: _____

Business Name: _____

WRITTEN PLAN	JUDGE'S COMMENTS
DESCRIPTION OF PRODUCT/SERVICE AND CLIENT STATUS	
MARKET ANALYSIS	
BUSINESS PROPOSAL	
STRATEGIES & ACTION PLAN	
BUDGET	
EVALUATION	
TECHNICAL & BUSINESS WRITING SKILLS	
PRESENTATION	JUDGE'S COMMENTS
MARKETING PROCESS (Understanding and clear presentation of the marketing plan)	
COMMUNICATION <ul style="list-style-type: none"> • Examples explained, detailed • Speaking without notes, unrehearsed • Tone • All members participated • Eye Contact • Mannerisms, gestures • Poised 	