

Michigan FFA Association Written Marketing Plan Score Sheet

Chapter: _____

Business Name: _____

	Possible Points	Earned	Comments
DESCRIPTION OF PRODUCT/SERVICE AND CLIENT ANALYSIS	5		
MARKET ANALYSIS			
Client's status in current market	5		
Industry trends	5		
Buyer profile and behavior	5		
Competition's SWOT analysis	5		
Product's/client's SWOT analysis	5		
Primary research results (surveys, focus groups, interviews)	5		
MARKETINGS ANALYSIS TOTAL POINTS	30		
BUSINESS PROPOSAL			
Mission statement	2		
Key planning assumptions	2		
Short and long term goals	3		
Target market	3		
BUSINESS PROPOSAL TOTAL POINTS	10		
STRATEGIES AND ACTION PLAN			
Product	1		
Price	7		
Place	5		
Promotion	7		
Position	5		
STRATEGIES AND ACTION PLAN TOTAL POINTS	25		
BUDGET (income statement, costs, returns, accuracy)	15		
EVALUTION	5		
TECHNICAL & BUSINESS WRITING SKILLS	10		
Deduction – Written plan received after post-mark deadline. Deduction 10% of possible written plan score (or 10 points)			
Deduction – Five (5) points deducted for incorrect written plan format			
WRITTEN PLAN TOTAL POINTS	100		