

Marketing Plan Career Development Event

Important Note: Please thoroughly read the Introduction Section at the beginning of this handbook for complete rules and procedures that are relevant to all Michigan FFA Career Development Events.

I. PURPOSE

To assist students to gain an understanding of the marketing process through the development and presentation of a marketing plan.

II. OBJECTIVES

1. To develop an understanding of the marketing plan process.
2. To provide an activity to focus student and community attention on the agrimarketing curriculum.
3. To allow students to explore and prepare for possible careers in agrimarketing.
4. To help develop partnerships and improve relations with agricultural industries, local FFA chapters and the general public.
5. AFNRE content standards for this contest are listed on the [National FFA website](#).

III. EVENT RULES

1. **Team Make-up-** A team representing a chapter will consist of three members listed at the state and national levels from the same chapter. There are no alternates allowed in competition.
2. The event is open to two teams per chapter as certified by the state supervisor to the Contest Chair in charge of the Career Development Event.
3. Participants are required to wear official FFA dress for the entire contest.
4. At least three qualified judges will be used. If more than six teams are in a section, two sets of judges should be used. If the number of teams warrants dividing the contestants into more than one flight and a preliminary flight has four or more teams, at the judges discretion, a second team from each flight may qualify to compete in the final round. Judges should be selected to represent a mix of industry, education and communication, if possible. They should have some understanding of the marketing planning process.
5. The judges will give a written evaluation after the finals and scoring is completed.

6. An electronic copy of the plan must be received by the Michigan FFA Office on the deadline posted on the official FFA calendar on the website.
7. A timekeeper will be designated, possibly from one of the three judges.

IV. EVENT FORMAT

A. Description of Event

Marketing plan is designed to help students with developing practical skills in the marketing process through the development and presentation of a marketing plan. Students research and present a marketing plan for an agricultural product, supply or service. It is intended as a competitive activity involving a team of three persons working for a local community agri-business to support the FFA's outreach mission.

Local chapters may involve the entire chapter, a specific agriculture class or a three-person team. The intent is to have a three-person team present the results of primary research involving the local community that provides a reasonable and logical solution to the marketing problem. Understanding of the marketing process is manifested in the marketing plan, which is presented in a five to eight page document and in a live presentation before qualified judges. Though only three individuals are on a team, any number of students may assist with the primary and secondary research.

B. Equipment

Equipment provided at the event site- Two tripod easels (24" x 36"); one projector and screen; one podium; one table and three chairs.

C. Team Activity-

1. Written Plan - 35 Points

- a. Select a local community agricultural business that serves the community, and decide on the product or service for the marketing plan. Work with either existing or start-up situations. Plan to work with an off campus organization. Do not use your chapter as a client
- b. Emphasis should be placed on the "value added" concept using marketing techniques to increase the value of products or services.
- c. A marketing plan deals with the future. Historical information is very valuable, but the actual plan must be a projection. A plan presented in the current year should be developed for the following year. A two-year timeframe might be needed, which would mean the inclusion of the two years following the current year. Marketing plans may vary from one to ten years depending on your client and the type of product or service.
- d. The project outline should include the following aspects of the marketing process:
 - i. Analysis of market – "Where are we now?" "Why were we hired?" (10 points)

- Industry trends
 - Buyer profile and behavior
 - Competition's strengths and weaknesses
 - Your product's/firm's strengths and weakness
 - Original research results
- ii. Business Proposition – “Where do we want to be?” (5 points)
- Key planning assumptions (cite sources of information)
 - Measurable and attainable goals – must be measurable, have completion dates, be specific and be attainable
 - Target market – identify specific market segments, which achieve your goals
- iii. Strategies and Action Plan – How and when will we get there? (10 points)
- Product attributes: size, quality, service, etc.
 - How will you distribute and sell?
 - a. Marketing channels
 - b. Physical distribution modes
 - What will be the price structure?
 - How will you promote the products? Which promotional activities, or combinations of activities, are appropriate for your product or service? How much promotion can you afford?
 - a. Personal selling
 - b. Direct sales promotion
 - c. Public relations
 - d. Advertising – mass media
 - Develop a mission statement and predict competitor reactions, if any.
- iv. Projected budget – “How much will it cost to get there?” (5 points)
- What will be strategies cost?
 - Pro forma income statement which highlights cost of the strategies on an incremental or start-up basis
 - Calculate the financial return of the marketing plan
- v. Evaluation – “Did we get there?” (5 points)
- Specific measurement tools to measure the accomplishments of the goals at the end of the time period.
 - Recommendations for future action and contingencies

Written Plan Procedures

- a. An electronic copy of the marketing plan must be submitted to the Michigan FFA Office by the date listed on the FFA calendar on the website.
- b. The document will not exceed eight pages and must be ten point or larger type size:

- i. Title page – project title, team name, state, and date [1 page]
- ii. Text – marketing plan [5 pages]
 - iii. Appendices – surveys, graphs, maps, promotional pieces, etc. [2 pages]
- c. Written Plan is a total of 8 pages. The 8 pages are calculated on an 8.5” X 11” basis. Different formats and page sizes can be used as long as the document does not exceed the equivalent of 8 – 8.5” X 11” pages.
- d. Written expression is important. Attention should be given to language, general appearance, structure and format.

2. Live Presentation – 65 Points

- a. Each team will be allowed 5 minutes to set up before their 15-minute time allowance begins and 3 minutes to reset the equipment, as they found it, after the presentation. If there is an equipment failure during the presentation, the team will be allowed five minutes to set up again.
- b. A live presentation not exceeding 15 minutes duration should be planned and given. Five points will be deducted from the final score for each minute or major fraction thereof, over 15 minutes for the presentation. The timekeeper shall be responsible for keeping an accurate record of time. The presentation will be followed by five minutes maximum of “clarifying” questions, with at least one question for each member of the team.
- c. The focus of the presentation should be to the top management of an agribusiness or farm. The team should assume the role of a marketing consultant, as found in industry. The team will inform the judges of their role in the team’s presentation.
- d. Visual aids are only limited by your imagination. Do not assume that the lights can be adjusted or the competition room can be drastically remodeled. Scoring will be based on how effectively visual aids are used, not how elaborate they are. Remember that visual aids should enhance and clarify what the speakers are saying; not replace them.

V. SCORING

Written Plan

Marketing Analysis	10 points
Business Proposal	5 points
Strategies & Action Plan	10 points
Evaluation	5 points
Budget	5 points
Points Possible	35 points

Live Presentation

Marketing Process	25 points (Demonstrate understanding of the five parts of the marketing plan.)
Original Research	15 points (Evidence of meaningful original market research.)
Effectiveness of Presen.	10 points (Organization, professionalism, effectiveness of visuals and adherence to guidelines.)
Questions and Answers	15 points
Points Possible	65 points

Total Points Possible 100 points

Participants shall be ranked in numerical order on the basis of the final score to be determined by each judge without consultation. The judges' ranking of each participant then shall be added, and the winner will be that participant whose total ranking is the lowest. Other placings will be determined in the same manner (low rank method of selection).

VI. TIEBREAKER

Ties will be broken based on the greatest number of low ranks. Team low ranks will be counted and the team with the greatest number of low ranks will be declared the winner. If a tie still exists, then the event superintendent will rank the team's response to questions. The team with the lowest rank from the response to questions will be declared the winner. If a tie still exists, then the team's raw scores will be totaled. The team with the greatest total of raw points will be declared the winner.