

Business Name _____

Team Members: _____

Ts for Teens Business Plan, Manual and Presentation Rubric

Criteria	Score	6-5	4-3	2 -1	0
Description & Analysis of Business Situation		Contains rationale for business, an analysis of the business opportunity, a plan for networking to accomplish the plan.	Contains three of the four components of the business description and analysis.	Contains two of the four components of the business description and analysis.	Contains little business information or analysis.
Proposed Marketing/Promotion Plan		Explains proposed product/service, pricing policies, personal and non-personal promotion, and location.	Explains proposed product/service, pricing policies, and some promotion information.	Explains proposed product/service, some pricing, little promotion information, and no location.	Explains little about proposed product/service or pricing, and minimal promotion information.
Proposed Financing Plan		Gives complete projected income/cash flow statements, one- year plan, and capital and repayment plan.	Gives some projected income/cash flow statements, one- year plan, and capital and repayment plan.	Gives projected income/cash flow statements, no one- year plan or capital and repayment plan.	Poorly projected income/cash flow statements, no one- year plan or capital and repayment plan.
Human Resource Training Plan		Describes an effective training plan so that employees are (1) productive, (2) concerned about and sensitive toward each others' differences, and (3) have conflict/problem solving skills.	The plan only has two of the three essential elements present and fully developed.	The plan is sketchy about the three training plan elements.	The three elements are barely present.
Human Resource Employee Responsibilities and Evaluation Plan		Plan sets criteria for performance expected in productivity and human relations.	Plan indicates that some employees are needed, with little focus on productivity and human relations expectations.	Employee responsibility plan is sketchy.	No plan for employee responsibility and evaluation regarding productivity and human relations.
Organization and Grammar		Information is very organized, with well-constructed paragraphs and subheadings.	Information is organized, with well-constructed paragraphs.	Information is organized, but paragraphs are not well-constructed.	The information appears to be disorganized.
Oral Presentation of Business Plan		Outstanding delivery of persuasive speech. Speaker had superb attention-getter, thesis, points, support, and conclusion. Maintained good eye contact, used loud/clear voice, and proper gestures. Promoted self and company.	Good delivery of speech. Had attention-getter, thesis, points, support, and conclusion. Good eye contact, voice, and gestures. Promoted self or company.	Delivery is acceptable. Had some of previous requirements. Lacked eye contact and loud/clear voice. Inappropriate gestures.	Poor delivery. Many requirements missing. Improper body language and gestures. No company or self promotion.
Total Score					

Developed from Abbott, H. Webquest: Entrepreneurships in the International Marketplace. Bessie B. Moore Center for Economic Education. Fayetteville, AR: University of Arkansas. Retrieved June 2, 2007, from <http://webquest.waltoncollege.uark.edu/Heather/>