



NAPA VALLEY COLLEGE
BUSINESS PLAN COMPETITION

Business Plan Rubric

Name: _____ Total Points: _____

Business Name:

Reviewed By:

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|---|---|---|---|---|--|
| 1 | 2 | 3 | 4 | 5 | The plan begins with an introduction that shows the logic behind the business selected to start, as well as a strong organizational structure needed to run the business |
| 1 | 2 | 3 | 4 | 5 | The plan is supported by research of the customer, competition, and the business to be started |
| 1 | 2 | 3 | 4 | 5 | The plan identifies logical target markets that show a strong understanding of the need for focus in a business plan |
| 1 | 2 | 3 | 4 | 5 | The product, price, promotion, and distribution sections of the plan strongly support the target markets selected |
| 1 | 2 | 3 | 4 | 5 | The plan addresses the operations, customer service, management, and human resources elements of the business |
| 1 | 2 | 3 | 4 | 5 | The financial plan is realistic and demonstrates that the participant has thoroughly researched the costs of running the business |
| 1 | 2 | 3 | 4 | 5 | The participant's plan contains strong logical arguments why this business would be viable |
| 1 | 2 | 3 | 4 | 5 | The participant's presentation of the business plan is creative and believable |

