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ENTREPRENEURSHIP

The purpose of the **Franchise Business Plan Event** is designed for participants to present a comprehensive business plan proposal to buy into an existing franchise. The participant seeks to become a franchisee.

The Franchise Business Plan Event includes the development and presentation of various aspects of a plan to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity, the development of a marketing/promotion plan and the development of a financial plan.



1 PARTICIPANT



PAGES ALLOWED



PRESENTATION TIME

EVENT OVERVIEW

- This event consists of the **three-part business prospectus** describing a business the participant wants to develop and the **oral presentation**.
- This event is for **individual participants** only.
- The body of the written entry must be limited to **30 numbered pages**, not including the title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participant may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum of **15 minutes** in length, including time for judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participant responds to questions that the judge may ask during the presentation.



KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

- | | |
|---|------------------------------------|
| ■ Communication and Collaboration | ■ Creativity and Innovation |
| ■ Critical Thinking and Problem Solving | ■ Flexibility and Adaptability |
| ■ Information Literacy | ■ Initiative and Self-direction |
| ■ Leadership and Responsibility | ■ Media Literacy |
| ■ Productivity and Accountability | ■ Social and Cross-cultural Skills |

A crosswalk is available at www.deca.org that shows which 21st century skills are developed by participating in each competitive event. Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org that show which common core standards are supported by participating in each competitive event.



FORMAT GUIDELINES FOR THE WRITTEN ENTRY

A crosswalk is available at www.deca.org that shows which 21st century skills are developed by participating in each competitive event.

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Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- FRANCHISE BUSINESS PLAN EVENT
- Name of DECA chapter
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Name of participant
- Date

The title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and appendix (optional).

Follow this outline when you write your proposal. Points for each section are shown on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
 - One to three page summary of the business model
- II. BUSINESS HISTORY, BACKGROUND, AND OBJECTIVES
 - A. Describe the company you wish to purchase franchise rights for
 - B. List your short term (next 12 months) and long term objectives
 - C. Describe the company's major successes and achievements to date
 - D. Describe the company's challenges and obstacles
 - E. Describe any changes in structure, management, ownership, etc. that have taken place in the past year
- III. BUSINESS ENVIRONMENT
 - Describe how environmental factors such as the local, national, or international economy, changes in population, interest rates, changes in levels of employment, etc. may affect your business
- IV. PRODUCTS AND/OR SERVICES
 - A. List and describe the products and/or services offered
 - B. Describe any planned changes or additions to the present line of products/services within the next year
- V. PRESENT MARKET
 - A. Describe the present market (geographic location of your potential customers, types of customers)
 - B. What is the growth potential in your market?
 - C. Describe the current pricing policy
 - D. If the business is seasonal, explain how the company adjusts to seasonal factors
- VI. COMPETITION
 - A. List the company's primary competitors in your market. Identify their strengths and weaknesses
 - B. What advantages does the company have as compared with its primary competitors?
 - C. What disadvantages does the company have as compared with its primary competitors?
- VII. MARKETING PLAN
 - A. Detailed description of the customers and geographic territory to be targeted for marketing efforts to generate revenue
 - B. Describe the company's existing marketing techniques, strategies, and tools
 - C. Describe the marketing techniques, strategies, and tools you will use in the future to promote the business
- VIII. MANAGEMENT AND ORGANIZATION
 - A. Describe your management team and its strengths and weaknesses
 - B. Describe your plan to further develop your management team
 - C. Describe your management succession plan—who will take over in the event of the incapacity or continued absence of any owner or key employee?
 - D. Describe the need for, and how you will obtain, additional management personnel based on present and projected sales
- IX. BUSINESS RESOURCES
 - A. List the major operating equipment that you will purchase or lease

- B. List major suppliers, location, and payment terms
- C. Identify other outside resources used/or needed to fulfill customer requirements
- D. Describe quality control procedures
- E. Describe the availability of skilled labor to meet your company needs
- F. Describe the type and extent of necessary training that will be required to upgrade the skills of labor and administrative employees and the estimated cost
- G. Projected number of full-time and part-time employees
- H. Organizational chart
- X. FINANCIAL PLAN AND DATA
 - A. Describe the company's sales and profit trend.
 - B. Outline your strategy and timing for obtaining capital
 - C. Two year projected operating statement
 - D. One year projected cash flow statement
- XI. CONCLUSION

Specific request for financing, summary of key points supporting the financial request
- XII. BIBLIOGRAPHY
- XIII. APPENDIX

An appendix is optional. Include in the appendix any exhibits appropriate to the written entry but not important enough to include in the body; these might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.



CHECKLIST STANDARDS

In addition to following the outline provided, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among the participant teams. Refer to the Written Entry Checklist on page 72 for a complete list of standards.



PRESENTATION GUIDELINES

- The major emphasis of the proposal is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participant will present the proposal to the judge in a 15-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participant to the judge by the adult assistant.
- The participant may bring a copy of the proposal or note cards pertaining to the proposal and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the proposal.
- The participant may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participant may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events **if** applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual participant will be permitted, and the participant himself/herself must set up the visuals. No set-up time will be allowed. Participant must furnish his/her own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

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PRESENTATION JUDGING

The participant, assuming the role of an entrepreneur, has prepared a plan to form a business. As the judge, you are to assume the role of a potential source of capital for the business.

At the beginning of the presentation (after introductions), the participant will set up any visual aids and present the proposal. Set-up time and presentation time are included in the 15 minutes. Allow the participant to complete this portion without interruption, unless you are asked to respond.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

After the presentation, please thank the participant. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. It may help to go through several entries before actually starting to score the entries. Take notes on a separate sheet of paper if you wish to ask the participant about specific areas of the proposal during the presentation.



**FRANCHISING BUSINESS PLAN
EVENT, 2016**

WRITTEN ENTRY EVALUATION FORM

Participant: _____

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
EXECUTIVE SUMMARY						
1.	One- to three-page summary of the business model	0-1	2-3	4	5	
BUSINESS HISTORY, BACKGROUND, AND OBJECTIVES						
2.	<ul style="list-style-type: none"> Description of the company List of short term (next 12 months) and long term objectives 	0-1	2-3	4-5	6	
BUSINESS ENVIRONMENT						
3.	Description of how environmental factors may affect the business	0-1	2-3	4	5	
PRODUCTS AND/OR SERVICES						
4.	List of and descriptions of the products and/or services offered	0-1	2-3	4	5	
PRESENT MARKET						
5.	Description of the present market and growth potential	0-1	2-3	4	5	
COMPETITION						
6.	List of the company's primary competitors in the market and identification of their strengths and weaknesses	0-1	2-3	4	5	
MARKETING PLAN						
7.	<ul style="list-style-type: none"> Detailed description of the customers and geographic territory to be targeted for marketing efforts to generate revenue Description of the company's existing marketing techniques, strategies, and tools Description of the marketing techniques, strategies, and tools to be used in the future to promote the business 	0-1	2-3	4-5	6	
MANAGEMENT AND ORGANIZATION						
8.	<ul style="list-style-type: none"> Description of the management team and its strengths and weaknesses. Description of the plan to further develop the management team. 	0-1	2-3	4-5	6	
BUSINESS RESOURCES						
9.	<ul style="list-style-type: none"> List of the major operating equipment that is needed List of major suppliers, location, and payment terms Outside resources used/or needed to fulfill customer requirements Description of quality control procedures Availability of skilled labor to meet the company's needs Training required to upgrade the skills of labor and administrative employees and the estimated cost Projected number of full-time and part-time employees Organizational chart 	0-1	2-3	4-5	6	
FINANCIAL PLAN AND DATA						
10.	<ul style="list-style-type: none"> Description of the company's sales and profit trends Outline of strategy and timing for obtaining capital Two year projected operating statement One year projected cash flow statement 	0-1	2-3	4-5	6	
CONCLUSION						
11.	Specific request for financing, summary of key points supporting the financial	0-1	2-3	4	5	
Total Possible Points: 60					Written Entry Total Points:	

Judge: A B C D E F G H I J (circle one)



**FRANCHISING BUSINESS PLAN
EVENT, 2016**

Participant: _____

ORAL PRESENTATION EVALUATION FORM

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PRESENTATION						
1.	Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation	0-1	2-3	4	5	
TO WHAT EXTENT DID THE PARTICIPANTS:						
2.	Assess opportunities for venture creation	0-1	2-3	4	5	
3.	Determine feasibility of venture ideas	0-1	2-3	4	5	
4.	Assess start-up requirements	0-1	2-3	4	5	
5.	Evaluate risk-taking opportunities	0-1	2-3	4	5	
6.	Explain the complexity of business operations	0-1	2-3	4	5	
7.	Determine relationships among total revenue, marginal revenue, output, and profit	0-1	2-3	4	5	
8.	Describe marketing functions and related activities	0-1	2-3	4	5	
Presentation Total Points (maximum 40 points):						
RECAP: WRITTEN ENTRY (60):						
PRESENTATION (40):						
SUBTOTAL (100):						
LESS PENALTY POINTS:						
TOTAL SCORE:						

Judge: A B C D E F G H I J (circle one)