

Scoring Criteria

Core Product Definition – How well has the team defined exactly what it is that people will buy from them?

Environmental Analysis – How well did the team analyze the environmental factors (economy, social trends, natural resources, technology, legal, regulatory, political, etc.) that may influence the ultimate success of their business plan?

Competition Analysis – How well did the team evaluate the competitive alternatives to their product/service?

SWOT Analysis – How well did the team evaluate the internal strengths and weaknesses of their firm and brand? How well did they connect these strengths and weaknesses to their environmental and competition analyses to identify opportunities and strengths?

Target Market Identification – Has the team identified the groups of people to whom the product/service will be marketed and sold?

Goals for Target Markets – Has the team set goals for what they want to accomplish for each of the target markets they identified?

Positioning Plan – Has the team presented a plan for how they will present their brand to target market relative to their primary competitors?

Marketing Plan – How well has the team explained their plans for product development, promotion, pricing, distribution, and customer consumption experience?

Management Plan – How well has the team described its management structure and human resource plans, and operating plans?

Operating Plan – How well did the team explain the details of how it will successfully operate?

Financial Plan – How well has the team explained the financial details of their proposed operations?

Systems Plan – How well has the team explained the systems that will be required for the successful operation of their firm?

Ease of Implementation – How easy would it be for the team to put this plan, in its current state into practice?

Chance for Success – What is the likelihood of success if the team implemented this plan?

Nate's Honor Animal Rescue
Business Plan Scoring Rubric

Plan Element	Rating					
Core Product Definition	Missing	Poor	Average	Good	Excellent	
Environmental Analysis	Missing	Poor	Average	Good	Excellent	
Competition Analysis	Missing	Poor	Average	Good	Excellent	
SWOT Analysis	Missing	Poor	Average	Good	Excellent	
Target Market Identification	Missing	Poor	Average	Good	Excellent	
Goals for Target Markets	Missing	Poor	Average	Good	Excellent	
Positioning Plan	Missing	Poor	Average	Good	Excellent	
Marketing Plan	Missing	Poor	Average	Good	Excellent	
Management Plan	Missing	Poor	Average	Good	Excellent	
Operations Plan	Missing	Poor	Average	Good	Excellent	
Financial Plan	Missing	Poor	Average	Good	Excellent	
Systems Plan	Missing	Poor	Average	Good	Excellent	
Ease of Implementation	Impossible	Improbable	Possible	Fairly Easy	Very Easy	
Chance for Success	None	Little	Some	Good	Excellent	
Overall, how would you rate the quality of this presentation?						
Content	Poor	Weak	Average	Good	Excellent	
Organization	Poor	Weak	Average	Good	Excellent	
Delivery	Poor	Weak	Average	Good	Excellent	

COMMENTS: (Please continue on reverse side if more space is needed)