

Business Financial Plan

Business financial planning is paramount to the success of any business enterprise. This event is designed to recognize FBLA members who possess the knowledge and skills needed to establish and develop a complete financial plan for a business venture. The financial plan requesting a loan from a financial institution must be economically and financially sound with a realistic time frame. In addition to learning and applying financial business decision-making skills, team participants develop business contacts, implement written and oral skills, and develop familiarity with procedures of financial institutions

2012 State & National Conference Topic

The topic to be researched and presented will be:

You want to open your own independent sports memorabilia retail store called Sports Zone where you can sell spirit clothing and merchandise for local teams as well as for college teams and professional sports. You also live within 75 miles of three NCAA colleges with active athletic programs and a city with NFL, NBA, and MLB franchises. While the bulk of your merchandise will be centered on the teams in your area, you also want to have merchandise for many other college and professional teams. The local schools also would like you to stock spirit items for their local sports teams. You also want to be the supplier of uniforms for local recreation leagues. You would like to open your retail store in your local shopping mall which is looking to fill a vacancy for a 6,500 square foot store. You will need to purchase all of the inventory of your licensed clothing and merchandise and will need to have an area to fulfill orders for the local school and recreation teams.

Career Cluster(s):

Business, Management & Administration; Finance

Business Education Curriculum Standards:

Accounting, Communication, Computation, Economics & Personal Finance, Management.

Eligibility

Each chapter may enter two reports in this event.

Procedure

Note: Please see the Special Event Guidelines at the beginning of this section for additional information. Any information below supersedes general guidelines.

1. Student members, not advisers, must prepare reports. State and local advisers, as well as local financial institutions, should serve as consultants to ensure the financial plans are well organized, contain substantiated statements, and are prepared in an acceptable format.
2. A one-page description of the plan should be the first page of the report.
3. The table of contents with page numbers should be the next page of the report.
4. Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
5. Reports must not exceed 15 pages, including the title page, table of contents, divider pages, and appendices.

6. The oral presentation component must be conducted by the authors of the proposal only.
7. Reports must not exceed 15 pages. The one-page description and the cover do not count in the page count – the table of contents does.

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Written Report

Report formats must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, include a statement to the effect in the report. The report must be similar to that of a business financial plan with substantiated statements in a clear and concise format. Creativity through design and use of meaningful graphics is encouraged.

Please note: reports must be submitted online in PDF format via the online submission tool by the published deadline.

Oral Presentation

The top reports will give an oral presentation.

An individual or team of two or three members will give oral presentations that will be an interactive situation. The members will explain the business venture, the financial plan, and their request for a loan. Judges will serve as officers of the financial institution, questioning and interacting with the team members throughout the presentation.

Five minutes (5) will be allowed to set up equipment and seven (7) minutes will be allowed for the oral presentation. The presentation will describe the project and the results obtained. The chapter must provide all equipment for the presentation. Visual aids and samples specifically related to the project may be used in the final presentation. However, no items may be left with the judges or audience.

A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes. Following each presentation, the judges may conduct a three (3) minute question-and-answer period.

The performance is open to conference attendees, except performing participants of this event.



Business Financial Plan

Written Report Rating Sheet

Content	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Description of business, assumptions, and strategies to obtain loan (one page)	0	1-10	11-20	21-30	
Company Description <ul style="list-style-type: none"> Legal form of the business Company governance Company location(s) Long- and short-term goals 	0	1 – 7	8 – 14	15 – 20	
Operations and Management <ul style="list-style-type: none"> Business facilities described Management personnel identified Workforce described (current and projected) 	0	1 – 8	9 – 18	19 – 25	
Target Market <ul style="list-style-type: none"> Target market defined (size, growth potential, needs) Risks and potential adverse results identified, analyzed and planned for 	0	1 – 10	11 – 20	21 – 30	
Financial Institution <ul style="list-style-type: none"> Name and type of financial institution to which loan application is being made 	0	1 – 7	8 – 14	15 – 20	
Loan Request <ul style="list-style-type: none"> Purpose of loan and amount requested Itemized planned expenses Projections for future stability of company 	0	1 – 10	11 – 20	21 – 30	
Supporting Documents <ul style="list-style-type: none"> Works cited page 	0	1 – 5	6 – 10	11 – 15	
Format of Report					
Clear and concise presentation with logical arrangements of information	0	1 - 3	4 – 7	8 – 10	
Creativity of written presentation, design, and graphics	0	1 – 3	4 – 7	8 – 10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 3	4 – 7	8 – 10	
Subtotal					/200 Max
Penalty Points Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents & page numbers <input type="checkbox"/> binding incorrect <input type="checkbox"/> over fifteen (15) pages, pasted items <input type="checkbox"/> no page numbers in report <input type="checkbox"/> 2 copies of report not received <input type="checkbox"/> report format does not follow rating sheet Total Penalty Points _____					
Total Points					/200 max.

Names: _____

School: _____ Date: _____

Judge's Name: _____ Judge's Signature: _____

Judge's Comments:



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Oral Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery					
Voice quality and diction	0	1 – 3	4 – 7	8 – 10	
Poise and professional appearance	0	1 – 3	4 – 7	8 – 10	
Self-confidence and assertiveness	0	1 – 2	3 – 4	5	
Explanation of the Plan					
Description of plan and strategies to obtain loan	0	1 – 5	6 – 10	11 – 15	
Underlying assumptions explained and supported	0	1 – 3	4 – 7	8 – 10	
Risks and potential adverse results identified, analyzed, and planned for	0	1 – 5	6 – 10	11 – 15	
All aspects of plan effectively presented	0	1 – 5	6 – 10	11 – 15	
Student evaluation of plan	0	1 – 3	4 – 7	8 – 10	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.
Time Penalty	Deduct five (5) points for presentations over 7 minutes. Time:				
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
Presentation Score					/100 max.
Report Score					/170 max.
Final Score					/270 max.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments: