**AREC 213**

Fall 2016

**Final Business Plan Guidelines**

**Business Plans are due NO LATER THAN 3:00pm, FRIDAY, DEC. 2nd.** Deliver them to Dean Feldman’s office. Give them to his secretary (at the front desk). Papers received later than this date will lose 5% per late day.

Business Plans will be scored as follows:

1. The **Content**: **Score = 75%**

* Your **company name and owners** and **the type of company and mission.**
* Your **company description** – what kind of business you’re in and some information about the industry you’re in. Use actual research where possible.
* Your **value proposition** – the reason why customers choose to do business with you.
* Your **products and services**, including **features and benefits** of your **2-3 primary products/services.**
* Your **customers** and your **competitors** – who and where are they. Be specific.
* Your **marketing plan** – how do you plant to find and persuade those customers?
* Your **sales strategy** – how will you get customers to buy what you’re selling?
* Your **pricing** – What did you base your pricing on and why? What will you charge for your 2-3 primary products/services?
* Your **financial projections,** including **estimated start up or operating costs and “ASSUMPTIONS”.**
* Your **operations** – What special processes, employees, quality control, recordkeeping, or risk management systems will be important in your company?

1. **The Format– Score =15%**

* Edit for spelling and/or grammar.
* Hand in a **printed copy, or equivalent,** of the **SBA business plan.**

1. **The Logic: Score 10%**

* Does your plan make sense????
* Is there a path to profit with this plan? It’s not necessary that there be one, but you need to be able to explain what would need to change to have one.

If you have other questions or concerns about this assignment, call me as soon as possible at **541-917-4770.**