AREC 213

Fall 2015

**Final Business Plan Presentation Guidelines**

Business Plans will be scored as follows:

1. The **Content: 50%**

* Your **company name and owners, type of business and mission statement**
* Your **company description** – what kind of business you’re in and something interesting about your industry and why you chose this business.
* 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.
* Your **customers** and your **competitors** – who and where are they.
* Your **marketing approach** – how you will find and approach those customers.
* Your **sales strategy** – how you will get customers to buy your
* Your **pricing** – is it cost-based? Competition-based? Value-based? Why?
* Your **estimated start up or operating costs** and your **start-up plans.**
* Your **operations** – Special processes, employees, quality control, etc.

1. **The Presentation: 25%**

* Between **5 and 10 minutes long**.
* It should be about **10 slides long**; one for each of the topics above.
* Use props (sample of your products, packaging, materials, etc). where possible (no live animals, please)

1. **The Format: 25%**

* Use either **PowerPoint** or other software which makes projectable presentation slides.
* Edit for spelling errors
* Use **pictures and graphics** as much as possible to make it interesting.
* Bring your presentation on a **flash drive or memory stick** so you can project it for the class.

If you are unfamiliar with Power Point, need help to edit your presentation, or have other questions or concerns about this assignment, call me as soon as possible at **541-917-4770.**