

| Category                      | Normal score | International %ile | low         | mid         | high        |
|-------------------------------|--------------|--------------------|-------------|-------------|-------------|
| Preliminary Written Entry     | 42           | 58                 | <div></div> | <div></div> | <div></div> |
| Preliminary Oral Presentation | 35           | 82                 | <div></div> | <div></div> | <div></div> |
| Final Written Entry           | 39           | 30                 | <div></div> | <div></div> | <div></div> |
| Final Oral Presentation       | 34           | 81                 | <div></div> | <div></div> | <div></div> |
| Overall                       | 77           | 65                 | <div></div> | <div></div> | <div></div> |



**Student:** Asher Hounsell  
**School:** Kingston CVI  
**Association:** Ontario  
**Competitive Event:** Franchise Business Plan

| Preliminary Written Entry  |          |           |  |    |    |    | Preliminary Oral Presentation  |          |           |  |    |    |    |
|--|----------|-----------|--|----|----|----|--|----------|-----------|--|----|----|----|
|  | Met Prof | Intl %ile | NV   | BE | ME | EE |  | Met Prof | Intl %ile | NV   | BE | ME | EE |
| 1. Executive Summary: One- to three-page summary of the business model   |          | 63        | <div><div></div><div></div><div></div></div>                       |    |    |    | 1. Executive Summary: One- to three-page summary of the business model   |          | 25        | <div><div></div><div></div><div></div></div>                       |    |    |    |
| 2. Business History, Background, and Objectives: Description of the company, objectives, company successes and challenges and changes in structure | ✓        | 100       | <div><div></div><div></div><div></div><div></div><div></div></div> |    |    |    | 2. Business History, Background, and Objectives: Description of the company, objectives, company successes and challenges and changes in structure | ✓        | 66        | <div><div></div><div></div><div></div><div></div><div></div></div> |    |    |    |
| 3. Business Environment: Description of how environmental factors may affect the business  |          | 40        | <div><div></div><div></div></div>                                  |    |    |    | 3. Business Environment: Description of how environmental factors may affect the business  |          | 50        | <div><div></div><div></div><div></div></div>                       |    |    |    |
| 4. Products and/or Services: List of and descriptions of the products and/or services offered and plans for changes or additions                   |          | 66        | <div><div></div><div></div><div></div></div>                       |    |    |    | 4. Products and/or Services: List of and descriptions of the products and/or services offered and plans for changes or additions                   |          | 33        | <div><div></div><div></div><div></div></div>                       |    |    |    |
| 5. Present Market: Description of the present market, growth potential and pricing policy  |          | 60        | <div><div></div><div></div><div></div></div>                       |    |    |    | 5. Present Market: Description of the present market, growth potential and pricing policy  |          | 50        | <div><div></div><div></div><div></div></div>                       |    |    |    |
| 6. Competition: List of the company's primary competitors in the market and identification of their strengths and weaknesses                       | ✓        | 100       | <div><div></div><div></div><div></div><div></div><div></div></div> |    |    |    | 6. Competition: List of the company's primary competitors in the market and identification of their strengths and weaknesses                       |          | 50        | <div><div></div><div></div><div></div></div>                       |    |    |    |
| 7. Marketing Plan: Description of targeted customers. Description of existing and future marketing techniques.                                     |          | 60        | <div><div></div><div></div><div></div></div>                       |    |    |    | 7. Marketing Plan: Description of targeted customers. Description of existing and future marketing techniques.                                     |          | 33        | <div><div></div><div></div><div></div></div>                       |    |    |    |

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.

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|---|----------|-----------|---|----|----|----|---|----------|-----------|---|----|----|----|
|   | Met Prof | Intl %ile | NV  | BE | ME | EE |   | Met Prof | Intl %ile | NV  | BE | ME | EE |
| 8. Management and Organization: Description of the management team, management team development plan, succession plan, and the need for additional personnel  |          | 60        | <div><div></div><div></div><div></div></div>            |    |    |    | 8. Management and Organization: Description of the management team, management team development plan, succession plan, and the need for additional personnel  | ✓        | 66        | <div><div></div><div></div><div></div><div></div></div> |    |    |    |
| 9. Business Resources: Identified major operating equipment, major suppliers, payment terms, outside resources, quality control procedures, availability of skilled labor, training needs, number of full-time and part-time employees, and developed an organizational chart resources, quality control procedures, availability of skilled labor, training needs, number of full-time and part-time employees, and developed an organizational chart. | ✓        | 80        | <div><div></div><div></div><div></div><div></div></div> |    |    |    | 9. Business Resources: Identified major operating equipment, major suppliers, payment terms, outside resources, quality control procedures, availability of skilled labor, training needs, number of full-time and part-time employees, and developed an organizational chart resources, quality control procedures, availability of skilled labor, training needs, number of full-time and part-time employees, and developed an organizational chart. |          | 33        | <div><div></div><div></div><div></div></div>            |    |    |    |
| 10. Financial Plan and Data: Description of the company's sales and profit trends. Outline of strategy and timing for obtaining capital. Tw o year projected operating statement. One-year projected cash flow statement.   | ✓        | 100       | <div><div></div><div></div><div></div><div></div></div> |    |    |    | 10. Financial Plan and Data: Description of the company's sales and profit trends. Outline of strategy and timing for obtaining capital. Tw o year projected operating statement. One-year projected cash flow statement.   |          | 50        | <div><div></div><div></div><div></div></div>            |    |    |    |
| 11. Conclusion: Specific request for financing, summary of key points supporting the financial request  |          | 66        | <div><div></div><div></div><div></div></div>            |    |    |    | 11. Conclusion: Specific request for financing, summary of key points supporting the financial request  | ✓        | 75        | <div><div></div><div></div><div></div><div></div></div> |    |    |    |

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| Final Written Entry   |          |           |             |             |             |
|---|----------|-----------|-------------|-------------|-------------|
|   | Met Prof | Intl %ile | NV          | BE          | ME EE       |
| 1. Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 2. Assess opportunities for venture creation  | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 3. Determine feasibility of venture ideas   | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 4. Assess start-up requirements   | ✓        | 83        | <div></div> | <div></div> | <div></div> |
| 5. Evaluate risk-taking opportunities   | ✓        | 80        | <div></div> | <div></div> | <div></div> |
| 6. Explain the complexity of business operations  | ✓        | 80        | <div></div> | <div></div> | <div></div> |
| 7. Determine relationships among total revenue, marginal revenue, output and profit                           | ✓        | 83        | <div></div> | <div></div> | <div></div> |
| 8. Describe marketing functions and related activities  | ✓        | 83        | <div></div> | <div></div> | <div></div> |

| Final Oral Presentation   |          |           |             |             |             |
|---|----------|-----------|-------------|-------------|-------------|
|   | Met Prof | Intl %ile | NV          | BE          | ME EE       |
| 1. Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 2. Assess opportunities for venture creation  | ✓        | 66        | <div></div> | <div></div> | <div></div> |
| 3. Determine feasibility of venture ideas   | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 4. Assess start-up requirements   | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 5. Evaluate risk-taking opportunities   | ✓        | 66        | <div></div> | <div></div> | <div></div> |
| 6. Explain the complexity of business operations  | ✓        | 66        | <div></div> | <div></div> | <div></div> |
| 7. Determine relationships among total revenue, marginal revenue, output and profit                           | ✓        | 80        | <div></div> | <div></div> | <div></div> |
| 8. Describe marketing functions and related activities  |          | 50        | <div></div> | <div></div> | <div></div> |

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