Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	47	70			
Preliminary Oral Presentation	34	78			
Overall	81	73			

DECA™

2018 International Career Development Conference

Student: Rose Lin
School: Don Mills CI
Association: Ontario
Competitive Event: Franchise Business Plan

Preliminary Written Entry

	Met Prof	Intl %ile	NV	BE	ME	EE
1. Executive Summary: One- to three-page summary of the business model	✓	90				
2. Business History, Background, and Objectives: Description of the company, objectives, company successes and challenges and changes in structure	✓	80				
3. Business Environment: Description of how environmental factors may affect the business	✓	80				
4. Products and/or Services: List of and descriptions of the products and/or services offered and plans for changes or additions	✓	83				
5. Present Market: Description of the present market, growth potential and pricing policy	✓	80				
6. Competition: List of the company's primary competitors in the market and identification of their strengths and weaknesses		66				
7. Marketing Plan: Description of targeted customers. Description of existing and future marketing techniques.	✓	80				

Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	47	70			
Preliminary Oral Presentation	34	78			
Overall	81	73			

DECA™

2018 International Career Development Conference

Student: Rose Lin
School: Don Mills CI
Association: Ontario
Competitive Event: Franchise Business Plan

Preliminary Written Entry

	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	✓	80				
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				
10. Financial Plan and Data: Description of the company's sales and profit trends. Outline of strategy and timing for obtaining capital. Two year projected operating statement. One-year projected cash flow statement.		66				
11. Conclusion: Specific request for financing, summary of key points supporting the financial request	✓	83				

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.

Category	Normal score	International %ile low mid high
Preliminary Written Entry	47	70 ▮▮▮
Preliminary Oral Presentation	34	78 ▮▮▮
Overall	81	73 ▮▮▮

DECA™

2018 International Career Development Conference

Student: Rose Lin
School: Don Mills CI
Association: Ontario
Competitive Event: Franchise Business Plan

Preliminary 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	▮▮▮▮
2. Assess opportunities for venture creation	✓	80	▮▮▮▮
3. Determine feasibility of venture ideas	✓	100	▮▮▮▮
4. Assess start-up requirements	✓	83	▮▮▮▮
5. Evaluate risk-taking opportunities	✓	80	▮▮▮▮
6. Explain the complexity of business operations	✓	80	▮▮▮▮
7. Determine relationships among total revenue, marginal revenue, output and profit	✓	83	▮▮▮▮
8. Describe marketing functions and related activities	✓	83	▮▮▮▮

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.