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

2018 International Career Development Conference

Student: Lydia Elbatarny
School: Kingston CVI
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		63	
2. Business History, Background, and Objectives: Description of the company, objectives, company successes and challenges and changes in structure	✓	100	
3. Business Environment: Description of how environmental factors may affect the business		40	
4. Products and/or Services: List of and descriptions of the products and/or services offered and plans for changes or additions		66	
5. Present Market: Description of the present market, growth potential and pricing policy		60	
6. Competition: List of the company's primary competitors in the market and identification of their strengths and weaknesses	✓	100	
7. Marketing Plan: Description of targeted customers. Description of existing and future marketing techniques.		60	

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

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
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2018 International Career Development Conference

Student:	Lydia Elbatarny
School:	Kingston CVI
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		60				
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.	✓	100				
11. Conclusion: Specific request for financing, summary of key points supporting the financial request		66				

Preliminary Oral Presentation

	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	✓	66				
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				
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.		50				
11. Conclusion: Specific request for financing, summary of key points supporting the financial request	✓	75				

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DECA™

2018 International Career Development Conference

Student:	Lydia Elbatarny
School:	Kingston CVI
Association:	Ontario
Competitive Event:	Franchise Business Plan

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	
2. Assess opportunities for venture creation	✓	100	
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	

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	
2. Assess opportunities for venture creation	✓	66	
3. Determine feasibility of venture ideas	✓	100	
4. Assess start-up requirements	✓	100	
5. Evaluate risk-taking opportunities	✓	66	
6. Explain the complexity of business operations	✓	66	
7. Determine relationships among total revenue, marginal revenue, output and profit	✓	80	
8. Describe marketing functions and related activities		50	

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.