

Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	52	82	<div></div>	<div></div>	<div></div>
Preliminary Oral Presentation	34	78	<div></div>	<div></div>	<div></div>
Final Written Entry	52	92	<div></div>	<div></div>	<div></div>
Final Oral Presentation	35	90	<div></div>	<div></div>	<div></div>
Overall	86	80	<div></div>	<div></div>	<div></div>



**Student:** Pranaav Seruwam  
**School:** Garth Webb SS  
**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	✓	90	<div><div></div><div></div><div></div><div></div></div>				1. Executive Summary: One- to three-page summary of the business model	✓	75	<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	✓	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></div></div>			
3. Business Environment: Description of how environmental factors may affect the business	✓	80	<div><div></div><div></div><div></div><div></div><div></div></div>				3. Business Environment: Description of how environmental factors may affect the business	✓	75	<div><div></div><div></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	✓	83	<div><div></div><div></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	✓	100	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>			
5. Present Market: Description of the present market, growth potential and pricing policy	✓	100	<div><div></div><div></div><div></div><div></div><div></div></div>				5. Present Market: Description of the present market, growth potential and pricing policy	✓	100	<div><div></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	✓	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	✓	75	<div><div></div><div></div><div></div><div></div><div></div></div>			
7. Marketing Plan: Description of targeted customers. Description of existing and future marketing techniques.	✓	80	<div><div></div><div></div><div></div><div></div><div></div></div>				7. Marketing Plan: Description of targeted customers. Description of existing and future marketing techniques.	✓	100	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>			

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Preliminary Written Entry							Preliminary Oral Presentation						
	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	✓	80	<div><div></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.	✓	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.	✓	83	<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.	✓	75	<div><div></div><div></div><div></div><div></div></div>			
11. Conclusion: Specific request for financing, summary of key points supporting the financial request	✓	83	<div><div></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	✓	80	<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	✓	80	<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	✓	100	<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	✓	66	<div></div>	<div></div>	<div></div>
4. Assess start-up requirements	✓	66	<div></div>	<div></div>	<div></div>
5. Evaluate risk-taking opportunities	✓	100	<div></div>	<div></div>	<div></div>
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7. Determine relationships among total revenue, marginal revenue, output and profit	✓	80	<div></div>	<div></div>	<div></div>
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