

**2012 MICHIGAN SKILLSUSA CHAMPIONSHIPS
TASK & MATERIALS LIST**

SKILL OR LEADERSHIP AREA: Entrepreneurship

STUDENT MUST SUPPLY:

- 1 page resume (one for each student)
- Same supplies as listed in the SkillsUSA Championships Technical Standards
- Six copies of each participating team's business plan are to be sent to the state office prior to the state conference and must be received by March 22, 2012.

NOTE:

- *Please refer to the 2011-2012 Technical Standards for specific contest details.*

CLOTHING REQUIREMENT (if different from National contest):

- SkillsUSA official dress or professional attire
- No jeans
- No tennis shoes
- No heels over 2"
- No hats (unless part of industry standard dress)
- Shirts must cover midriff (waistline)

OBSERVERS ALLOWED IN ROOM DURING COMPETITION?

- No general observers but the team's advisor (only one adult) may be in the contest room at the time their team is competing. Advisor must remain quiet and must NOT have contact with their team from the time the contest starts until after the contest or their team may be subject to disqualification.

**SKILLSUSA MICHIGAN CHAMPIONSHIPS
ENTREPRENEURSHIP SKILLS BUSINESS PLAN
EVALUATION FORM**

Date _____ Judge _____ Team Name _____ No. of Members _____

CRITERIA FOR EVALUATING WRITTEN BUSINESS PLANS Criteria are divided into 10 sections, each section being worth 50 points. Total possible score on business plan: 500 points	RATING
BUSINESS PLAN LAYOUT: (50 points) Title Page, Table of Contents, and Team Bio Sheet adhere to specifications Letter of verification submitted Overall quality of the business plan reflects neatness, clarity, and professionalism	
BUSINESS CONCEPT & OVERVIEW: (50 points) Appropriate name for the business; business entity is clearly described Talents and skills of team members are clearly described Good reasons and basis for starting the business are stated Good understanding of customer needs the business will satisfy	
GOALS & OBJECTIVES: (50 points) Well-defined target market; appropriate and realistic goals for benefiting customers Appropriate and realistic goals for benefiting the community and local economy Appropriate and realistic goals for benefiting the business owners and employees	
PRODUCTS TO BE OFFERED: (50 points) Goods and/or services to be offered are clearly identified and described Steps to produce each good or service are clearly defined Estimate of costs to produce each good or service is appropriate Prices set for goods and/or services will cover costs and are competitive Sample order forms, bid forms, and/or contracts are provided	
LEGAL STEPS: (50 points) Form of ownership carefully selected and fully explained Necessary permits and licenses fully researched and explained	
MARKET ANALYSIS: (50 points) Demographics of the target market researched and well-described Informal survey provided information about needs and interests of potential customers Strengths and weaknesses of 5 top competitors was analyzed and well-described	
MARKETING PLAN: (50 points) Plan clearly describes the location of the business in relation to potential customers Physical setup of business facilities are clearly described Marketing slogan and logo communicate the business concept well Sample marketing and advertising materials are attractive and well-designed Marketing and advertising messages are effective and well-worded Appropriate and well-conceived plan for overcoming competition is described	

<p>FINANCIAL STATEMENT: (50 points)</p> <p>Projected startup costs for the first month of business are realistic</p> <p>Options for funding the business are researched and well-explained</p> <p>Estimated monthly operating expenses are realistic</p> <p>Monthly sales projections are realistic</p> <p>Record-keeping system is appropriate and well-organized</p>	
<p>MANAGEMENT & STAFFING: (50 points)</p> <p>Job descriptions for each person in management are thorough and complete</p> <p>Organizational flow chart is well-organized and easy to understand</p>	
<p>FINAL BUSINESS PLAN RESULTS: (50 points)</p> <p>Team presented an effective, well-organized and developed business plan</p> <p>Team presented evidence they made appropriate use of research in developing their plans</p> <p>Business plan reflects a feasible income-producing opportunity for team members</p> <p>Business plan reflects an adequate financing plan for the business</p> <p>Business plan reflects effective and realistic operational procedures for the business</p>	
<p>COMMENTS:</p>	
<p>TOTAL RATING ON WRITTEN BUSINESS PLAN: (500 points possible)</p>	

**SKILLS-USA CHAMPIONSHIPS
ENTREPRENEURSHIP SKILLS BUSINESS PLAN PRESENTATION
EVALUATION FORM**

Date _____ Judge _____ Team Name _____ No. of Members _____

CRITERIA FOR EVALUATING BUSINESS PLAN PRESENTATIONS Total possible score on business plan presentation: 250 points	RATING
<p>PRESENTATION CRITERIA: (possible 250 points)</p> <p>Team was on time to begin, business-like, poised, and all equipment and visual aids in place</p> <p>Each team member participated in the oral presentation</p> <p>Team used visual aids appropriately and effectively</p> <p>Team demonstrated enthusiasm and confidence in the business concept and products</p> <p>Each team member demonstrated knowledge of how to write a business plan</p> <p>Team presented evidence they made appropriate use of research in developing the plan</p> <p>Team presented convincing evidence of a feasible income-producing opportunity</p> <p>Team clearly described products and/or services to be sold through the business</p> <p>Team presented evidence of an effective marketing plan to launch the business</p> <p>Team presented evidence of an effective plan for managing the finances of the business</p> <p>Team presented evidence of a realistic plan for ongoing operation of the business</p> <p>Team concluded with a strong summary statement designed to enlist support for the startup of the business</p>	
<p>Points Deducted (for not following requirements):</p> <p>Team failed to follow stated clothing requirements (minus 1-3 points)</p> <p>Team went over their allotted time limit more than 15 seconds (minus 1-3 points)</p> <p>Team did not turn in requested copies of business plan and handouts (minus 1-3 points)</p>	
<p>COMMENTS:</p> 	
TOTAL RATING ON BUSINESS PLAN PRESENTATION: (250 points possible)	

**SKILLS-USA CHAMPIONSHIPS
ENTREPRENEURSHIP SKILLS CHALLENGE PRESENTATION
EVALUATION FORM**

Date _____ Judge _____ Team Name _____ No. of Members _____

CRITERIA FOR EVALUATING CHALLENGE PRESENTATION	RATING
Total possible score on challenge presentation: 205 points	
PROBLEM-SOLVING PRESENTATION CRITERIA: (possible 250 points) Team was on time to begin, business-like, poised, and all equipment and visual aids in place Each team member participated in the oral presentation Team used appropriate visual aids during the presentation Team demonstrated enthusiasm and confidence in the problem-solving solution they chose Team members carefully evaluated possible issues related to the problem Team members considered several alternative solutions to the problem Team members clearly explained which solution they chose and why they felt it was best Team clearly explained the outcome they expected from implementing the chosen solution Team related their solution to the overall scope of the business as well as daily operations Each team member demonstrated ability to apply business knowledge in problem solving Team members worked well together and every member was an active participant An appropriate knowledge of business management and operations was demonstrated	
Points Deducted (for not following requirements): Team failed to follow stated clothing requirements (minus 1-3 points) Team went over their allotted time limit more than 15 seconds (minus 1-3 points)	
COMMENTS:	
TOTAL RATING ON CHALLENGE PRESENTATION: (250 points possible)	