

# BUSINESS PLAN RUBRIC TEMPLATE

PLAN TITLE
REVIEWER NAME

DATE

RUBRIC	SCORE
Expectations exceeded	4
Expectations met	3
Guidelines met	2
Guidelines somewhat met	1
Incomplete; Information not available	0

SCORING SCALE	TOTAL
EXEMPLARY	25 – 28
ACCEPTABLE	21 – 24
NEEDS IMPROVEMENT	16 – 20
INADEQUATE	0 – 15

CRITERIA	4	3	2	1	0
EXECUTIVE SUMMARY					
Provides a concise, thorough overview and effectively outlines main points of the plan.					
BUSINESS DESCRIPTION					
Business idea is clearly conveyed. Detailed reason for launch, description of service / product offered, company's vision, mission, focus, and value proposition.					
INDUSTRY ANALYSIS					
Identifies industry size, segments, maturity, trends, and outlook; details possibilities, threats, and potential barriers to entry. Comprehensive competitive analysis provided. Target market and consumer demographics defined. Competitive and unique advantages provided.					
MANAGEMENT PLAN					
Defined form of business ownership, provided reasoning of chosen form. Provided organizational chart with member's names, roles, and qualifications. Additional stakeholders and solicited professional services defined.					
MARKETING PLAN					
Overall marketing strategy clearly conveyed and budget provided. Pricing, distribution, promotion, advertising, media plan, PR, sales, and sales management plans provided.					
OPERATIONAL PLAN					
Human resources, facilities, and technology infrastructure needs outlined and addressed. Logistic and distribution needs identified. Implementation timetables and progress monitoring processes provided.					
FINANCIAL PLAN					
Comprehensive start-up cost report included. Identified possible sources of initial financing. Provided sales forecasts, income projections, pro-forma financial statements, break-even analysis, and capital budget.					
COLUMN TOTALS					
TOTAL SCORE					

