

Marketing Technical Skills Assessment Content—Evaluation Item	<i>Not Demonstrated</i>	<i>Does not Meet Expectations</i>	<i>Meets Expectations</i>	<i>Exceed Expectations</i>	<i>Points Earned</i>
Executive Summary <ul style="list-style-type: none"> • Convinces readers that business concept is sound and has a reasonable chance of success • Mission Statement, Logo, Motto, Colors, etc. • Is concise and effectively written 	0	1-3	4-7	7-10	
Company Description <ul style="list-style-type: none"> • Legal form of business • Effective date of business • Company mission statement/vision • Company governance • Company location(s) • Immediate development goals • Overview of company's financial status 	0	1	2-4	5-8	
Industry Analysis <ul style="list-style-type: none"> • Description of industry (size, growth rates, nature of competition, history) • Trends and strategic opportunities within industry 	0	1	2-4	4-7	
Target Market <ul style="list-style-type: none"> • Target market defined (size, growth potential, needs) • Effective analysis of market's potential, current patterns, and sensitivities 	0	1	2-4	5-8	
Competition <ul style="list-style-type: none"> • Key competitors identified • Effective analysis of competitors' strengths & weaknesses • Potential future competitors • Barriers to entry for new competitors identified 	0	1	2-4	4-7	
Marketing Plan and Sales Strategy <ul style="list-style-type: none"> • Key message to be communicate identified • Options for message delivery identified and analyzed • Sales procedures and methods defined 	0	1	2-4	4-7	
Operations <ul style="list-style-type: none"> • Business facilities described • Production plan defined and analyzed • Workforce plan defined and analyzed • Impact of Technology 	0	1	2-4	4-7	

Marketing Technical Skills Assessment Content—Evaluation Item (continued)	<i>Not Demonstrated</i>	<i>Does not Meet Expectations</i>	<i>Meets Expectations</i>	<i>Exceed Expectations</i>	<i>Points Earned</i>
Management and Organization <ul style="list-style-type: none"> • Key employees/principals identified and described • Board of directors, advisory committee, consultants, and other human resources identified and described • Plan for identifying, recruiting, and securing key participants described • Compensation and incentives plan 	0	1	2-4	4-7	
Long-term Development <ul style="list-style-type: none"> • Long-term goals identified and documented • Risks and potential adverse results identified and analyzed • Strategy in place to take business toward long term goals 	0	1	2-4	4-7	
Financials <ul style="list-style-type: none"> • Type of accounting system to be used identified • Financial projections appear sound and reasonable • Assumptions clearly identified • Appropriate metrics provided to allow for effective evaluation 	0	1-3	4-6	7-10	
Supporting Documents	0	1	2-4	4-7	
<i>Format of Report/ Presentation</i>					
Clear and concise presentation with logical arrangements of information	0	1-2	3-4	5	
Creativity of presentation design and graphics	0	1-2	3-4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-2	3-4	5	

Notes:

Total Points Earned = ____/100
Note: 80 points required to meet TSA Proficiency

A Proficient Business Plan will demonstrate proficiency of the following Oregon Skill Sets:

Business Management and Administration Cluster Knowledge and Skill Statements:

- BAZ01.01 - Understand and apply basic academic skills to perform effectively in the workplace.
- BAZ01.02 - Use effective communication skills to perform business operations.
- BAZ02.01 - Use technology based tools to accomplish business services and business planning.
- BAZ03.01 - Understand and assess workplace hazards in order to develop and implement strategies to maintain workplace safety and health.
- BAZ04.01 - Understand and adhere to laws, regulations, codes of conduct, and codes of ethics when working in the business environment.
- BAZ05.01 - Understand the roles and responsibilities of employees in a business environment.
- BAZ05.02 - Understand how to acquire, maintain, and develop career positions in the business environment.
- BAZ06.01 - Understand financial practices of a business/organization and how it relates to a business/organization's day-to-day operations as well as its overall success.
- BAZ07.01 - Demonstrate professional behavior and etiquette in all business management and administration teams, work units, departments and organizations in order to enhance the work environment.

Marketing Cluster Knowledge and Skill Statements:

- MKZ01.01 - Use verbal and nonverbal communication skills in marketing, sales and services.
- MKZ02.01 - Exhibit professionalism in marketing, sales and services.
- MKZ03.01 - Use technology appropriate for marketing careers.
- MKZ04.01 - Implement employability and career development skills to obtain and progress in marketing, sales and service careers.
- MKZ05.01 - Apply problem-solving and critical-thinking skills to facilitate business success.
- MKZ06.01 - Employ technical marketing skills to understand and perform marketing, sales and service activities.
- MKZ07.01 - Implement, modify, and improve marketing systems to facilitate business activities.
- MKZ08.01 - Understand social behaviors as they apply to marketing, sales and services to better understand customers and the economic environment.
- MKZ09.01 - Create marketing materials and presentations while demonstrating innovation, creativity and imagination.
- MKZ10.01 - Use writing skills to enhance business opportunities in marketing, sales and services.
- MKZ11.01 - Apply mathematic and economic concepts relevant to marketing, sales and services.