

# MARKETING PLAN OUTLINE/JUDGES' SCORECARD

	Written	Live
1. MARKET ANALYSIS .....	25	20
<ul style="list-style-type: none"> <li>• overall benefit to the producer</li> <li>• market size, potential, trends</li> <li>• customer profile, market segments, need</li> <li>• competitive analysis (positioning, pricing, market share, strengths, and weaknesses)</li> <li>• other key factors impacting the market (regulatory, political, economic, etc.)</li> </ul>		
2. BUSINESS PROPOSITION .....	40	30
<ul style="list-style-type: none"> <li>• define and describe the product</li> <li>• key planning assumptions – important facts and information drawn from market analysis that confirms the existence of a marketing opportunity</li> <li>• objectives/goals</li> <li>• strategy statement – identification of opportunity within specific market segments that achieve your objectives</li> <li>• product demonstrates a clear tie to improving producer income or productivity</li> </ul>		
3. ACTION PLAN .....	25	35
<ul style="list-style-type: none"> <li>• positioning</li> <li>• price</li> <li>• place</li> <li>• promotion</li> </ul>		
4. FINANCIAL EVALUATION (must include for years 1, 2 and 3) .....	35	25
<ul style="list-style-type: none"> <li>• gross sales dollar (GSD = Units x Selling Price)</li> <li>• net sales (NS = Gross Sales - Discounts and Returns)</li> <li>• gross margin (GM = Net Sales - Cost of Goods Sold)</li> <li>• net profit (before taxes) (NP = Gross Margin - Marketing and Development Costs)</li> <li>• breakdown of marketing spend (media buy, events, promotions, etc.)</li> <li>• breakdown of the financial benefit to the producer</li> <li>• any additional information that can enhance your financial position or product/commodity or service profitability</li> </ul>		
5. MONITORING & MEASUREMENT.....	25	25
<ul style="list-style-type: none"> <li>• Aside from hitting sales goals, how will you measure your return on marketing investment?</li> <li>• How will you communicate the value of your return on marketing investment back to stakeholders?</li> </ul>		
6. WRITTEN PRESENTATION (Executive Summary of plan).....	50	X
<ul style="list-style-type: none"> <li>• organization (flow, clarity, to the point)</li> <li>• free of grammatical and typographical errors</li> <li>• professional appeal</li> <li>• within guidelines (i.e., deadlines, number of pages, etc.)</li> <li>• reference materials and research sources properly and accurately attributed, using AP style; if not, a point deduction may be made, up to a maximum of disqualification</li> </ul>		
7. LIVE PRESENTATION.....	X	50
<ul style="list-style-type: none"> <li>• organization (flow, clarity, to the point)</li> <li>• professionalism</li> <li>• style</li> <li>• enthusiasm/salesmanship</li> <li>• effectiveness of visuals</li> </ul>		
8. QUESTION/ANSWER.....	X	15
<ul style="list-style-type: none"> <li>• knowledge of product information</li> <li>• preparedness to answer questions</li> </ul>		
<b>Total points .....</b>	<b>200</b>	<b>200</b>