

MARKETING PLAN OUTLINE/JUDGES' SCORECARD

	Written	Live
1. MARKET ANALYSIS	25	20
<ul style="list-style-type: none"> • overall benefit to the producer • market size, potential, trends • customer profile, market segments, need • competitive analysis (positioning, pricing, market share, strengths, and weaknesses) • other key factors impacting the market (regulatory, political, economic, etc.) 		
2. BUSINESS PROPOSITION	40	30
<ul style="list-style-type: none"> • define and describe the product • key planning assumptions – important facts and information drawn from market analysis that confirms the existence of a marketing opportunity • objectives/goals • strategy statement – identification of opportunity within specific market segments that achieve your objectives • product demonstrates a clear tie to improving producer income or productivity 		
3. ACTION PLAN	25	35
<ul style="list-style-type: none"> • positioning • price • place • promotion 		
4. FINANCIAL EVALUATION (must include for years 1, 2 and 3)	35	25
<ul style="list-style-type: none"> • gross sales dollar (GSD = Units x Selling Price) • net sales (NS = Gross Sales - Discounts and Returns) • gross margin (GM = Net Sales - Cost of Goods Sold) • net profit (before taxes) (NP = Gross Margin - Marketing and Development Costs) • breakdown of marketing spend (media buy, events, promotions, etc.) • breakdown of the financial benefit to the producer • any additional information that can enhance your financial position or product/commodity or service profitability 		
5. MONITORING & MEASUREMENT.....	25	25
<ul style="list-style-type: none"> • Aside from hitting sales goals, how will you measure your return on marketing investment? • How will you communicate the value of your return on marketing investment back to stakeholders? 		
6. WRITTEN PRESENTATION (Executive Summary of plan).....	50	X
<ul style="list-style-type: none"> • organization (flow, clarity, to the point) • free of grammatical and typographical errors • professional appeal • within guidelines (i.e., deadlines, number of pages, etc.) • 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 		
7. LIVE PRESENTATION.....	X	50
<ul style="list-style-type: none"> • organization (flow, clarity, to the point) • professionalism • style • enthusiasm/salesmanship • effectiveness of visuals 		
8. QUESTION/ANSWER.....	X	15
<ul style="list-style-type: none"> • knowledge of product information • preparedness to answer questions 		
Total points	200	200