

The **Business Growth Plan** involves the idea generation and strategy development needed to grow an existing business.



ENTREPRENEURSHIP

Participants in the Business Growth Plan will analyze their current business operations and identify opportunities to grow and expand the business. Options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the Internet, etc.

At least one team member must be the actual owner/operator of the business. A parents' business does not qualify.

Examples of sufficient documentation of ownership include items which clearly list the name(s) of the owner(s)/operator(s) such as:

- notarized affidavit of ownership
- business licenses
- certificates of insurance
- tax filings
- local business permits.

Examples of insufficient documentation of ownership include items that are less official such as:

- webpages
- business cards
- promotional materials.



1 TO 3 PARTICIPANTS



PAGES ALLOWED
PLUS PROOF OF OWNERSHIP APPENDIX



PRESENTATION TIME

EVENT OVERVIEW

- The Business Growth Plan Event consists of two major parts: **the written document** and the **oral presentation** by the participants. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- Each Business Growth Plan Event entry will be composed of **one to three** members of the DECA chapter. All participants must present the project to the judges. All participants present must respond to questions.
- The body of the written entry must be limited to **30 numbered pages**, including the appendix (if an appendix is attached), but excluding the proof of ownership appendix, title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participants will bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum **15 minutes** in length, including time for judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the presentation.



KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

- | | |
|---|------------------------------------|
| ■ Communication and Collaboration | ■ Creativity and Innovation |
| ■ Critical Thinking and Problem Solving | ■ Flexibility and Adaptability |
| ■ Information Literacy | ■ Initiative and Self-direction |
| ■ Leadership and Responsibility | ■ Media Literacy |
| ■ Productivity and Accountability | ■ Social and Cross-cultural Skills |

A crosswalk is available at www.deca.org that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org that show which common core standards are supported by participating in each competitive event.



FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- BUSINESS GROWTH PLAN EVENT
- Name of DECA chapter
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of participants
- Date
- Title page will not be numbered.

Table of contents. The table of contents should follow the title page.

The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will *not* be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
 - One- to three-page description of the plan
- II. INTRODUCTION
 - A. Type of business owned and operated and a description of the current business operations
 - B. Products and/or services offered
 - C. Unique characteristics of the business
- III. S.W.O.T. ANALYSIS
 - A. Strengths of the business
 - B. Weaknesses of the business
 - C. Opportunities available for the business
 - D. Threats to the business
- IV. FIVE YEAR PLAN TO GROW AND EXPAND THE BUSINESS
 - A. Expansion opportunities
 - B. Marketing plan
 - C. Demographics of market area
- V. FINANCING PLAN
 - A. Current financial situation, including financial documents
 - B. Capital needed for expansion opportunities
 - C. Fixed overhead and cost of operations
 - D. Time to achieve profitability
- VI. CONCLUSION
 - Summary of key points

(Continued on next page)

VII. BIBLIOGRAPHY

VIII. APPENDIX

An appendix is optional. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

IX. PROOF OF OWNERSHIP APPENDIX

Documentation to verify student ownership/operation. Pages in this appendix do not count towards the 30 numbered pages.



CHECKLIST STANDARDS

In addition to following the outline provided, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among the participant teams. Refer to the Written Entry Checklist on page 72 for a complete list of standards.



PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the proposal.
- The participants may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participant may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed. Participants must furnish his/her own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.



PRESENTATION JUDGING

Each participant will make a 15-minute presentation to you. You may refer to the written entry, or to notes, during the presentation.

At the beginning of the presentation (after introduction), the participant will describe the proposal and make the request for financing. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 40 points.



**BUSINESS GROWTH PLAN
EVENT, 2016**

WRITTEN ENTRY EVALUATION FORM

Participant: _____

Participant: _____

Participant: _____

I.D. Number: _____

Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
EXECUTIVE SUMMARY						
1.	One- to three-page description of the project	0	1	2	3	
INTRODUCTION						
2.	Type of business owned and operated and description of the current business operations	0-1	2	3	4	
3.	Description of the products and/or services offered	0-1	2	3	4	
4.	Unique characteristics of the business	0-1	2	3	4	
SWOT ANALYSIS						
5.	Strengths of the business	0	1	2	3	
6.	Weaknesses of the business	0	1	2	3	
7.	Opportunities available for the business	0	1	2	3	
8.	Threats to the business	0	1	2	3	
FIVE YEAR PLAN TO GROW AND EXPAND THE BUSINESS						
9.	Expansion opportunities	0-1	2	3	4	
10.	Marketing plan	0-1	2	3	4	
11.	Demographics of market area	0	1	2	3	
FINANCING PLAN						
12.	Current financial situation	0-1	2	3	4	
13.	Capital needed for expansion opportunities	0-1	2	3	4	
14.	Fixed overhead and cost of operations	0-1	2	3	4	
15.	Time to achieve profitability	0-1	2	3	4	
CONCLUSION						
16.	Summary of key points	0	1	2	3	
APPEARANCE						
17.	Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	
Written Entry Total Points (maximum 60 points):						

Judge: A B C D E F G H I J (circle one)



**BUSINESS GROWTH PLAN
EVENT, 2016**

ORAL PRESENTATION EVALUATION FORM

Participant: _____

Participant: _____

Participant: _____

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PRESENTATION						
1.	Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation	0-1-2	3-4	5-6	7-8	
TO WHAT EXTENT DID THE PARTICIPANTS:						
2.	Create processes for ongoing opportunity recognition	0-1-2	3-4	5-6	7-8	
3.	Develop plan to invest resources into improving current products or creating new ones	0-1-2	3-4	5-6	7-8	
4.	Assess risks associated with the venture	0-1-2	3-4	5-6	7-8	
5.	Determine relationships among total revenue, marginal revenue, output, and profit	0-1-2	3-4	5-6	7-8	
RECAP: WRITTEN ENTRY (60):						
PRESENTATION (40):						
SUBTOTAL (100):						
LESS PENALTY POINTS:						
TOTAL SCORE:						

Judge: A B C D E F G H I J *(circle one)*