

**Marketing Plan CDE  
Written Plan Scorecard**

Chapter Name: \_\_\_\_\_ Judge: \_\_\_\_\_

<b>Item Scored</b>	<b>Points Possible</b>	<b>Points Earned</b>
<b>Market Analysis</b> (Clients status in current market, industry trends, buyer profile and behavior, competition's strengths and weaknesses, your product's/firm's strengths and weaknesses, primary research results)	10	
<b>Business Proposal</b> (Mission statement, key planning assumptions, short- and long-term goals, target market)	5	
<b>Action Plan</b> (product, price, promotion, distribution)	10	
<b>Evaluation</b> (specific measurement tools, recommendations for future)	5	
<b>Budget</b> (income statement, costs, returns, accuracy)	5	
<b>TOTAL WRITTEN PLAN POINTS</b>	35	

**Judges' Comments:**

## Marketing Plan CDE Presentation Scorecard

Chapter Name: \_\_\_\_\_ Judge: \_\_\_\_\_

Item Scored	Points Possible	Points Earned
<b>Marketing Process</b> (Understanding and clear presentation of the five parts of the marketing plan)	25	
<b>Primary Research</b> (Involvement in solving a local community-oriented agribusiness marketing problem)	15	
<b>Effectiveness of the Presentation</b> (Organization, professionalism, effectiveness of visuals and adherence to guidelines)	10	
<b>Questions and Answers</b>	15	
<b>TOTAL PRESENTATION POINTS</b>	65	

**Judges' Comments:**