

# Marketing Plan

A Special Project of the South Dakota FFA Foundation

## Important Note

Please thoroughly read the General Rules at the beginning of this handbook for complete rules and procedures that are relevant to all South Dakota FFA Career Development Events.

## Purpose

The marketing plan event is designed to assist students with developing practical skills in the marketing process through the development and presentation of a marketing plan. Students research and present a marketing plan for an agricultural product, supply or service. It is intended as a competitive activity involving a team of three persons working for an actual local agri-business, either an existing or start-up enterprise, to support FFA's outreach mission.

Local chapters may involve the entire chapter, a specific agriculture class or a three-person team. The intent is to have a three-person team present the results of primary research in involving the local community in providing a reasoned and logical solution to a marketing problem. Understanding of the marketing process is manifested in the marketing plan, which is presented in a five- to eight page document and a live presentation before qualified judges. Though only three individuals are on a team, any number of students may assist with the primary and secondary research.

## Objectives

- To encourage students to demonstrate an understanding of the marketing plan process.
- To provide an activity to focus student and community attention on the agri-marketing curriculum.
- To encourage students to explore and prepare for possible careers in agri-marketing.
- To help develop partnerships and improve relations between industry, local FFA chapters and the general public.

## Event Rules

The team will be composed of three students, and all individual scores will count toward the team total.

Marketing Plans need to be the result of student efforts, if a complete three-person team returns for another year of state level competition, they may use the same plan again the next year. If any of the three members are new, a new plan will need to be developed.

Beginning in 2017, all written materials including marketing plans will be submitted electronically per instructions from the State FFA Office. Please refer to the website (<https://www.sdaged.org/>) for more information about electronic submission of written materials.

All information given by the participants in the All teams competing in the Market plan CDE must submit a statement of originality (see **Appendix A**). If the statement of originality is not included the team will receive a participant rating. Four copies should be submitted with the plan to the state office.

At least three qualified judges will be used. Judges will be selected to represent a mix of industry and education.

Each team will be allowed 5 minutes to set up before their 15 minute allowance begins and 3 minutes to reset the equipment as they found it after the presentation. Chapter advisors may help with technology set-up. If there is an equipment failure during the presentation, the team will be allowed five minutes to set up again.

It is highly recommended that participants wear FFA Official Dress for this event.

## Event Format

### Project Outline/Research Results

Select a local community agricultural business and decide on the product, supply or service for the marketing plan. Work with either existing or start-up situations. Plan to work with an off-campus organization. Do not use your chapter as a client.

Emphasis should be placed on the "value added" concept using marketing techniques to increase the value of products, or services.

A marketing plan deals with the future. Historical information is very valuable, but the actual plan must be a projection. A plan presented in 2012 should be for the year 2013. A two-year timeframe might be needed which would mean the inclusion of the year 2014 also.

The project outline should include the following aspects of the marketing process.

Market Analysis-"Where are we now?" " Why were we hired?"

- Client's 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 (surveys, interviews, etc)

Business proposition-"Where are we going?"

- Develop a mission statement
- Key planning assumptions (cite sources of information)
- Short- and long-term goals—must be measurable, specific, attainable, and have completion dates
- Target market—identify specific market segments which achieve the goals

Strategies and Action plan—"How and when will we get there?"

- Product (size, quality, service, etc.)
- How will you distribute and sell?
  - Marketing channels
  - Physical distribution modes
- What will be the price structure?
- How will you promote the products? Which promotional activity or combination of activities is appropriate for your product or service? How much promotion can you afford?
- Evaluation—"Did we get there?"

- o Specific measurement tools to measure the accomplishment of the goals at the end of the time period.
- o Recommendations for future action.
- Projected budget--"How much will it cost to get there?"
  - o What will the strategies cost?
  - o Program income statement which highlights cost of the strategies on an incremental or start-up basis
  - o Calculate the financial return of the marketing plan

### Written Plan Procedures (35 points)

Four copies of the statement of originality should accompany the plan.

The document should not exceed **eight** pages and must be 10 point or more font size:

- Title page (1 page)
  - o Project title
  - o Chapter name
  - o State
  - o Year
- Marketing plan (5 pages)
- Appendices (2 pages)
  - o Surveys, graphs, maps, promotional pieces, etc.

The 8 pages are calculated on a 8.5"x11" basis. Different formats and page sizes can be used as long as the document does not exceed the equivalent of eight (8) 8.5"x11" pages.

Written expression is important. Attention should be given to language, general appearance, structure and format.

### Presentation (65 Points)

A live presentation not exceeding 15 minutes duration should be planned and given.

- Three points will be deducted from the final score for each minute, or fraction thereof, over 15 minutes for the presentation.
- The presentation will be followed by up to five minutes of "clarifying" questions, with at least one question for each member of the team.
- See **Appendix B** for standardized marketing questions for judges to draw from to ask every team. Judges are not limited to these questions, but may ask both these and ones specific to individual plans.

The focus of the presentation should be to the top management of an agribusiness or farm. The team should assume the role of marketing consultants, as found in industry. The team will inform the judges of their role in the team's presentation.

Visual aids are limited by your imagination. Do not assume that the lights can be adjusted or the competition room drastically remodeled. Scoring will be based on how effectively visual aids are used, not how elaborate they are. Remember visual aids should enhance and clarify what the speakers are saying, not replace them.

The following equipment will be provided at the competition site:

- Two tripod easels (24"by 36")
- One screen

- One podium
- Table and three chairs

The evaluation criteria will consist of the five parts of the marketing plan (market analysis, business proposition, action plan, evaluation and budget), use of primary research, and the effectiveness of the presentation.

## Scoring

### Ranking

Participants shall be ranked in numerical order on the basis of the final score to be determined by each judge without consultation with each other. The judges' ranking of each participant shall then be added and the winner will be that participant whose total of the rankings is the lowest. Other placing shall be determined in the same manner. (Low point score method of selection.)

### Tiebreakers

In case of a tie, the individual who has the highest grand total score shall have prior rating. Second tiebreaker will be based on the highest team score from response to questions. If a tie still exists, then it will be the highest team score of the written plan.

The following table summarizes the scoring process:

<b>Item Scored</b>	<b>Possible Points</b>
Written Plan	100
Presentation	65
<b>Total Team Score</b>	<b>100</b>

## References (for the latest updates, see the National FFA Ag Sales Rules)

National FFA Core Catalog

National Career Development Event Questions and Answers

<http://shop.ffa.org/cdeqas-c1413.aspx>

Power of Demonstration DV

<http://shop.ffa.org/power-ofdemonstrationp38845.aspx>

Agricultural Marketing Resource Center, <http://www.agmrc.org/>

Glencoe. Marketing Essentials. Glencoe/McGraw-Hill Academic & Applied Groups Contact: Heidi Williams [heidi\\_williams@mcgraw-hill.com](mailto:heidi_williams@mcgraw-hill.com) ISBN 0-07-861257-8

## FFA Marketing Plan Questions

The purpose of these questions is to enhance student learning in the field of marketing.

Secondary purposes include providing guidance to the judges by providing quality marketing questions where students will integrate their knowledge of marketing with their created marketing plan.

These questions should be used by the judges to align their questions with marketing techniques and processes.

These questions may be modified by the Judges in order to more adequately facilitate a desired response (tailor it to each specific marketing plan).

1. What is a SWOT analysis?  
Explain why your SWOT analysis is effective?
2. What are the four P's of marketing?  
How does your product or service fit PLACEMENT?
3. According to the foundations of marketing, how is the world or state economy tied to your product or service?
4. How does your product or service fit the marketing concept?
5. There are seven functions of marketing. How does your marketing plan address distribution?
6. How did you determine your pricing structure?
7. Do you serve a B2B or B2C industry?
8. Explain how you calculated your ROI?
9. Explain how your product or service fits form utility?
10. Explain how your product or service fits place utility?
11. Explain how your product or service fits time utility?
12. Explain how your product or service fits possession utility?
13. Explain how your product or service fits information utility?
14. What is the largest advertisement investment you have made?
15. What percent market share do you capture?
16. How did you determine the percentage capture of the market share?
17. What is unique about your form of promotion?
18. How is your form of promotion effective?
19. Explain the largest threat to this plan.
20. How did you determine your sales forecasts?
21. To what scientific accuracy can you prove your sales forecasts?
22. How did you determine the demographic breakdown for your plan?
23. How will natural disasters affect your market?
24. How much capital will this plan require?
25. How will an economic recession affect your marketing approach?
26. Explain the businesses scalability possibilities.
27. What is the most damaging CRM scenario you can envision?
28. What are your annual fixed costs?
29. What parallel markets do you anticipate being developed that will cause competition?
30. Who is your target market and how did you identify them?

31. Does your product or service incorporate source marking?
32. What legal considerations regarding trademarks are necessary?
33. What sources were utilized for your research data?
34. What methods were utilized for your research data?
35. What considerations were used for price determination?
36. If your plan consists of a product: What inventory turnover ratio can you expect?
37. Who is your greatest competition?
38. What channels of distribution do you utilize?
39. How did you determine your advertising budget?
40. What styles of print media did you utilize?
41. How could a POP (point-of-purchase) display enhance sales?
42. If your performance standard is not met in fiscal year one, what measures would you recommend?
43. Is there a possibility of a language barrier being presented?
44. What OSHA guidelines must you be aware of?
45. Is this plan being implemented on a vertical or horizontal structure?
46. What are other ethical or legal considerations that need to be made? (Judges use individual plan to decipher questioning to specify question.)
47. What type of sales aid is the best for your plan?
48. Does your product or service substitute for another? If so, how does that affect your marketability concerning competition?
49. How can you utilize the push/pull policy with regards to the promotional mix?
50. Is your sales budget based upon historical sales? If not, how was it determined; If yes, what information was provided to determine the accuracy of these sales?

**PARTICIPANT CERTIFICATION**  
**Marketing Plan Career Development Event**

We hereby certify that we meet all the eligibility requirements for participation in the state FFA Marketing Plan Career Development Event for the current year as set forth by the board of student officers and directors.

Chapter:  
\_\_\_\_\_

Our Marketing Plan is entitled:  
\_\_\_\_\_

It is the result of our own effort and ability. It is understood that we am encouraged to utilize all available training facilities of our local school in developing our leadership abilities and that we may obtain facts and working data from any source. However; in securing information such as direct quotes or phrases, specific dates, figures, or other materials, such must be marked in "quotes" in the manuscript and identified in the bibliography at the end of the manuscript. Failure to do so represents plagiarism and will automatically lead to my disqualification.

SIGNED: \_\_\_\_\_  
DATE: \_\_\_\_\_ (Participant's Full Signature)

SIGNED: \_\_\_\_\_  
DATE: \_\_\_\_\_ (Participant's Full Signature)

SIGNED: \_\_\_\_\_  
DATE: \_\_\_\_\_ (Participant's Full Signature)

APPROVED: \_\_\_\_\_  
(Local Advisor)

**IMPORTANT:** Four copies of this form must accompany the four copies of your Marketing Plan portfolio submitted to the person in charge of the district or state Marketing Plan CDE.

## Marketing Plan CDE Written Plan Scorecard

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

Indicator	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Points
Description of product client status	The plan contains details of the products/services from the customer's point of view and identifies key competitors and how the product/service is positioned to compete.	The plan describes the product/services; however, detail on the features, benefits and competitor is lacking.	Little to no information is provided on the product/service, its features and benefits or its competitors.		X 1	
<b>Market Analysis</b>						
Client's status in current market	Information is thoroughly and clearly reported, including such things as the type of product/service, current marketing efforts, current knowledge about customers and competitors, etc.	Information is, for the most part, thoroughly and clearly reported, but some information that may be critical to the marketing plan is missing.	Information is provided, but there is a great deal of potentially important information missing.		X 1	
Industry trends	Describes how major trends and information helped identify immediate opportunity.	Describes major trends that could impact this industry in the near future.	Gives a brief history of the industry but does not demonstrate understanding of trends.		X 1	
Buyer profile and behavior	Describes in-depth the buyer in the customer profiles buying roles, buying behavior and buyer decision making process.	Briefly describes the buyer in the customer profiles buying roles, buying behavior and buyer decision making process.	The buyer profile section is incomplete.		X 1	
Competitor's SWOT analysis	A thorough SWOT analysis is provided, and the reasoning for each item in the SWOT is provided and logical.	SWOT analysis is provided, but there are some missing points. The reasoning for each item is not always thoroughly provided and/or logical	SWOT analysis is provided, but there are missing points, and there is no reasoning provided for the items.		X 1	
Primary Research results (survey, focus, groups, interviews)	Excellent plan for collection of data justified with many facts from current business environment.	Adequate data collection plan justified with a few facts from business environment.	Data collection plan is unorganized and not supported by business environment.		X 1	



Indicator	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Points
Mission Statement	Useful mission statement that is relevant to the business.	Mission statement is not totally relevant to the business.	Irrelevant, not matching business use.		X 1	
Key planning assumption	Identifies and validates key assumptions in the strategy.	Identifies and validates most of the key assumptions in the strategy.	Does not surface the key assumptions or validate for the strategy.		X 1	
Short and long term goals	Short and long term business goals are attainable and time-bound.	Short and long term business goals may not be attainable or are not time bound.	Goals are missing or are irrelevant to the business.		X1	
Target Markets	Clearly identified by demographics and product/service meets needs/wants of target group.	Somewhat identified by demographics and product/service may meet needs/wants of target group.	Not identified by demographics and product/service does not meet needs/wants of target group.		X 1	
<b>Strategies and Action Plan</b>						
Product	Clearly evident what product/service is being provided.	Somewhat evident what product/service is being provided.	Unclear what product/service is being provided.		X2	
Price	Includes the pricing structure and explains why/how these prices were determined.	Includes the pricing structure but does not explain how the prices were determined.	Does not provide complete pricing structure; some products or services are missing. No rationale for the pricing strategy is given.		X 1	
Place	Location is very convenient for target market.	Location is accessible for target market.	Location is not very convenient for target market.		X 1	
Promotion	Promotional material makes target market clearly aware of what the product/service is, what it does and where it is available.	Promotional material makes target market somewhat aware of what the product/service is, what it does and where it is available.	Promotional material does not make target market aware of what the product/service is, what it does and where it is available.		X1	
Position	Unique selling position (USP) in the market clearly determined.	Unique selling position (USP) in the market is somewhat determined.	Unique selling position (USP) in the market is not determined.		X 1	

Indicator	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Points
<b>Budget (income statement, costs, returns, accuracy)</b>						
	Income statement is complete and demonstrates a reasonable return on investment (ROI); all calculations are accurate and accurately categorized.	Income statement is complete and demonstrates a questionable return on investment (ROI); most calculations are accurate and accurately categorized.	Income statement is not complete and demonstrates an unreasonable return on investment (ROI); most calculations are inaccurate and inaccurately categorized.		X2	
<b>Evaluation</b>						
	Evaluates data or criteria in a way that reflects an in-depth understanding of the product/service.	Evaluates data or criteria in a way that reflects some basic understanding of the product/service.	Has difficulty evaluating important data or criteria, which demonstrates a lack of understanding of the product/service.		X1	
<b>Technical Business Writing</b>						
	The plan contains no more than five spelling or grammatical errors. If any sources have been referenced, proper citations have been used. The plan is formatted according to the handbook.	The plan contains more than five spelling or grammatical errors. Citations, if needed, have been cited correctly. The plan is formatted according to the handbook.	The plan has many spelling or grammatical errors. No citations have been provided. The plan has not been formatted appropriately.		X 1	
Deduction: Written plan received after deadline. Deduct 10 percent of possible plan score or 10 points.						
Deduction: Five points deducted for incorrect written plan format.						
Written Plan Total Points (100 points)						

**Judges Comments:**

## Marketing Plan CDE Presentation Scorecard

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

Judge: \_\_\_\_\_

Indicator	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Points
<b>Marketing Process (Understanding and clear presentation of the six parts of the marketing plan)</b>						
Brief description Client status	Clear and engaging description of a want or unmet need in the market using data to support claims is presented.	Somewhat clear description of a want or unmet need in the market is presented.	Unclear description of a want or unmet need in the market is presented.		X 1	
Marketing analysis: <ul style="list-style-type: none"> <li>● Status in market</li> <li>● Industry trends</li> <li>● Buyer profile</li> <li>● SWOT analysis</li> </ul>	Clear and compelling narrative that seamlessly integrates all important market research concepts from the written plan into the presentation.	Clear narrative that integrates some market research concept from the written plan into the presentation.	No clear narrative or demonstration of market research concepts from the written plan in the presentation.		X 2	
Primary research	Market is clearly explained using primary market research tools to persuasively support that the business in the presentation.	Market is somewhat explained and demonstrates the use of some primary market research tools to support the business in the presentation.	Market is no explained and does not demonstrate the use of primary market research tools in the presentation.		X 7	
Business proposal: <ul style="list-style-type: none"> <li>● Mission statement</li> <li>● Key planning assumptions</li> <li>● Goals</li> <li>● Target market</li> </ul>	Clear and compelling narrative that seamlessly integrates all important business concepts from the written plan into the presentation.	Clear narrative that integrates some business concepts from the written plan into the presentation.	No clear narrative that demonstrates business concepts from the written plan in the presentation.		X 3	
Strategies/action plan <ul style="list-style-type: none"> <li>● Product</li> <li>● Price</li> <li>● Place</li> <li>● Promotion</li> <li>● Position</li> </ul>	Strategies/action plans from the written plan are pervasively included in the presentation.	Some of the strategies/action plans from the written plan are included in the presentation.	No clear presentation of strategies/action plans are included in the presentation.		X 6	

Indicator	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Points
Budget <ul style="list-style-type: none"> <li>● ROI</li> <li>● Cost of Strategies</li> </ul>	Clear and compelling narrative that seamlessly integrates all important financial concepts from the written plan into the presentation.	A narrative that integrates some evaluation information from the written plan is included in the presentation.	No clear demonstration of evaluation information from the written plan is included in the presentation.		X 5	
Evaluation <ul style="list-style-type: none"> <li>● Benchmarks</li> <li>● Measuring tools</li> <li>● Alternative strategies</li> </ul>	Clear and compelling narrative that seamlessly integrates all the important evaluation information from the written plan in the presentation	A narrative that integrates some evaluation information from the written plan is included in the presentation.	No clear demonstration of evaluation information from the written plan is included in the presentation.		X2	
Communication	Speaks with confidence, presence, poise and eye contact; excellent use of grammar enhances the entire presentation; All members participated equally.	Some problems with pauses, pacing and/or eye contact and language, includes grammar that is average; Two members took an active role in the presentation.	Reads from notes, rarely looks at audience; has problems with pronunciation and/or very low level of grammar is used; All members did not participate equally.		X 4	
Question and Answers	Knowledge is evident and provides a clear, concise well-thought out answer to the questions.	Provides answers that are somewhat unclear and at times does not answer questions.	Seems caught off guard by questions and either does not answer the question or provides a rambling answer.		X 10	
Deduction: Five points for each minute, or major fraction thereof, presentation went over 15 minutes.						
Presentation Total Points (200 points)						
Written Plan Total Points (100 points)						

	Net Total Points
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**Judges' Comments:**