

SMALL BUSINESS MANAGEMENT PLAN

Business plans are an effective tool for evaluating, organizing, and selling a new business concept. A well-developed business plan can be a key component of a successful business start-up. This event recognizes PBL members who demonstrate an understanding and mastery of the process required in developing and implementing a new business venture.

Eligibility

Each chapter may submit plans created by an individual or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by SBLC of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

The plan must not have been submitted for a previous SBLC.

Overview

A report should be developed based on a proposed business venture or current business operation.

*There is no presentation component at the state level.

Report Content

Reports may describe a viable and realistic proposed business venture or a current business operation. The business described in the project report must not have been in operation for a period exceeding twelve (12) months before the NLC. Reports should not be submitted that evaluate ongoing business ventures. An effective business plan should include the following information:

- **Executive Summary.** Provides a brief synopsis of the key points and strengths included in the plan. Convinces the reader to read the rest of the report.
- **Company Description.** Includes the basic details of the business. Provides an overview of the business, its location, and its legal structure and organization.
- **Industry Analysis.** Provides an analysis of the larger industry to which the business will belong. Analyzes key trends and players in the industry. Demonstrates an understanding and awareness of external business conditions.
- **Target Market.** Provides a brief overview of the nature and accessibility of the target market.
- **Competitive Analysis.** Includes a realistic and complete analysis of the business' competition. Demonstrates an understanding of the business' relative strengths and weaknesses.
- **Marketing Plan and Sales Strategy.** Demonstrates how the business' product or service will be marketed and sold. Includes both strategic and tactical elements of the marketing and sales approach.
- **Operations.** Provides an overview of the way the business will operate on a day-to-day basis. Includes production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services.
- **Management and Organization.** Describes the key participants in the new business venture. Identifies the human resources the business can draw upon either as part of the management team, employee pool, consultants, directors, or advisers and the role each will play in the business' development. Discusses compensation and incentives and details decision-making processes.
- **Long-Term Development.** Gives a clear vision for where the business will be in three (3), five (5), or more years. Demonstrates a realistic and complete evaluation of the business' potential for success and failure. Identifies priorities for directing future business activities.
- **Financials.** Indicates the accounting methodology to be used by the business. Discusses any assumptions made in projecting future financial results. Presents projections realistically and conservatively.

In addition, many business plans include copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes) in an appendix. Other examples of these types of documents might include letters of intent or advance contracts, and product technical descriptions.

Report Guidelines

Report—General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written project must be received by March 19, 2012.

Mail reports to:

California PBL
ATTN: Danielle Tuason
PO Box 2629
Long Beach, CA 90801

- Reports must describe activities of the chapter that were conducted between the start of the previous SBLC and start of the current SBLC.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written project does not adhere to the guidelines.

Report Cover

- Report covers must be of a weight such as cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information unless they are cut out.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (201x–1x)
- All reports must be bound (e.g., tape binding, spiral binding).

Report Contents

- Table of contents with page numbers.
- Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be printed on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page.
- Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 30 pages. (A title page, divider pages, and appendices are optional and must be included in the page count.)
- Copies should be sent rather than original documents. No items may be attached to any page in the report.

Report Competencies

- arrange report logically and in proper business style
- demonstrate good written communication skills
- describe project development and implementation
- explain process of preparing the business plan, obstacles, and lessons learned
- provide information on market, analysis, organization, and development of business

Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate good verbal communication skills
- describe project development and implementation
- explain content logically and systematically

REFERENCE: Small Business Management Plan—Report RATING SHEET-38