

Michigan FFA Association

Written Marketing Plan Scorecard

Chapter: _____

Business Name: _____

	POINTS POSSIBLE	EARNED	COMMENTS
DESCRIPTION OF PRODUCT/SERVICE AND CLIENT ANALYSIS	5		
MARKET ANALYSIS			
Client's status in current market	5		
Industry trends	5		
Buyer profile and behavior	5		
Competition's SWOT analysis	5		
Product's/clients SWOT Analysis	5		
Primary research results (surveys, focus groups, interviews)	5		
MARKETING ANALYSIS TOTAL POINTS	30		
BUSINESS PROPOSAL			
Mission Statement	2		
Key Planning assumptions	2		
Short and long-term goals	3		
Target market	3		
BUSINESS PROPOSAL TOTAL POINTS	10		
STRATEGIES AND ACTION PLAN			
Product	1		
Price	7		
Place	5		
Promotion	7		
Position	5		
STRATEGIES AND ACTION TOTAL POINTS	25		
BUDGET (income statement, costs, returns, accuracy)	15		
EVALUATION	5		
TECHNICAL & BUSINESS WRITING SKILLS	10		
Deduction – Written plan received after post- mark deadline. Deduction 10% of possible written plan score (or 10 points)			
Deduction – Five (5) points deducted for incorrect written plan format			

WRITTEN PLAN TOTAL POINTS	100		
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