



## MARKETING PLAN PRESENTATION Guidelines

### DESCRIPTION OF EVENT

Each Virtual Enterprise Company is asked to create a Marketing Plan. The Marketing Plan Presentation competition allows the VE company to introduce and explain their Marketing Plan to a panel of judges. Below are the rules for the competition. In addition to these rules, review the competition's Scoring Sheet for each element of the Marketing Plan Presentation competition.

### GUIDELINES

- Each company will develop a Marketing Plan for their business
- The Marketing Plan presentation team should consist of 2-3 students.
- Each company will be given seven (7) total minutes to display and discuss their Marketing Plan to the judges. Time Allowance: 5 minutes presentation, 2 minutes judges' Q&A.
- Three (3) copies of the Marketing Plan must be presented to the judges at time of the presentation.
- Visual aide (not required) is limited to one 36" x 48" tri-fold display board.
- No electronic equipment may used.

**COMPANY NAME:**

**Score Sheet for Competition  
MARKETING PLAN PRESENTATION**

Evaluation Item	Poorly Demonstrated 0 - 5	Does Not Meet Expectations 6 - 10	Meets Expectations 11 - 15	Exceeds Expectations 16 - 20	Points Earned
<b>MARKET ANALYSIS</b>					<b>SCORE</b>
<p><b>Industry Analysis</b></p> <ul style="list-style-type: none"> <li>Industry Description (size, products, geographic concentration)</li> <li>Major Competitors (real and virtual world)</li> <li>Competitive Advantages</li> <li>Industry outlook (growth, trends, factors influencing competition)</li> <li>Strengths/threats identified and addressed (SWOT Analysis)</li> </ul>	<input type="checkbox"/> Not developed for the Virtual Enterprise (VEI) marketplace  <input type="checkbox"/> Very few of the components provided  <input type="checkbox"/> Components presented lack adequate content	<input type="checkbox"/> Somewhat developed for the VEI marketplace  <input type="checkbox"/> Some components provided  <input type="checkbox"/> Many components presented lack adequate content	<input type="checkbox"/> Mostly developed for the VEI marketplace  <input type="checkbox"/> Many of the components are provided  <input type="checkbox"/> Some components presented lack adequate development	<input type="checkbox"/> Clearly developed for the Virtual Enterprise VEI marketplace  <input type="checkbox"/> ALL components covered and are well-developed	
<p><b>Target Market and Market Segmentation</b></p> <ul style="list-style-type: none"> <li>Target market identified and segmented</li> </ul>	<input type="checkbox"/> Not developed for the Virtual Enterprise (VEI) marketplace  <input type="checkbox"/> Very few of the components provided  <input type="checkbox"/> Components presented lack adequate content	<input type="checkbox"/> Somewhat developed for the VEI marketplace  <input type="checkbox"/> Some components provided  <input type="checkbox"/> Many components presented lack adequate content	<input type="checkbox"/> Mostly developed for the VEI marketplace  <input type="checkbox"/> Many of the components are provided  <input type="checkbox"/> Some components presented lack adequate development	<input type="checkbox"/> Clearly developed for the Virtual Enterprise VEI marketplace  <input type="checkbox"/> ALL components covered and are well-developed	
<p><b>Marketing Plan</b></p> <ul style="list-style-type: none"> <li>Product</li> <li>Price</li> <li>Placement</li> <li>Promotion</li> </ul>	<input type="checkbox"/> Not developed for the Virtual Enterprise (VEI) marketplace  <input type="checkbox"/> Very few of the components provided  <input type="checkbox"/> Components presented lack adequate content	<input type="checkbox"/> Somewhat developed for the VEI marketplace  <input type="checkbox"/> Some components provided  <input type="checkbox"/> Many components presented lack adequate content	<input type="checkbox"/> Mostly developed for the VEI marketplace  <input type="checkbox"/> Many of the components are provided  <input type="checkbox"/> Some components presented lack adequate development	<input type="checkbox"/> Clearly developed for the Virtual Enterprise VEI marketplace  <input type="checkbox"/> ALL components covered and are well-developed	

ORAL PRESENTATION					SCORE
<b>Presentation Skills</b> <ul style="list-style-type: none"> <li>Presenters use a clear voice and correct, precise pronunciation of terms</li> <li>Eye contact with judges</li> <li>Presenters have clear knowledge of content</li> <li>Team is professionally dressed (Company Uniform is considered professional dress)</li> </ul>	<input type="checkbox"/> Poor presentation skills <input type="checkbox"/> Poor knowledge of content <input type="checkbox"/> no team members professionally dressed	<input type="checkbox"/> Fair presentation skills <input type="checkbox"/> Fair knowledge of content <input type="checkbox"/> Some team members are professionally dressed	<input type="checkbox"/> Good presentation skills <input type="checkbox"/> Good knowledge of content <input type="checkbox"/> Most team members are professionally dressed	<input type="checkbox"/> Excellent presentation skills <input type="checkbox"/> Clear knowledge of content <input type="checkbox"/> ALL team members professionally dressed	
<b>Question/Answer Session</b> <ul style="list-style-type: none"> <li>Team members clearly respond to questions from judges</li> <li>Answers are complete and pertinent to the question</li> </ul>	<input type="checkbox"/> Only ONE team member <input type="checkbox"/> Dominated by one team member, AND/OR <input type="checkbox"/> Very poor answers	<input type="checkbox"/> Few team members participated, AND/OR <input type="checkbox"/> Answers somewhat complete and pertinent	<input type="checkbox"/> Most team members actively participated <input type="checkbox"/> Answers mostly complete and pertinent	<input type="checkbox"/> ALL team members actively participated <input type="checkbox"/> Answers complete and pertinent to question	
<b>Judge's Signature:</b>				<b>TOTAL POINTS</b> (out of 100)	
<b>Judge's Comments: Please make comments on Strengths and Weaknesses</b>					