

High School Business Plan Performance-Based Assessment
Written Plan Score Sheet

STANDARDS	BENCHMARKS/PERFORMANCE INDICATORS/PROFICIENCY DESCRIPTORS			
<p>SNE – 1.0 Applies business principles to create a viable business entity for a diverse, dynamic and global economy</p>	<p>Opportunity Recognition and Pursuit <i>SNE 1.1 – Conducts research and analysis to propose a product or service that addresses a customer need or want</i></p>			
	<p>10 – Exceeds</p>	<p>7 – Meets</p>	<p>4 – Nearly Meets</p>	<p>1 – Does Not Meet</p>
	<p>Students thoroughly gather primary and secondary research. Students clearly and comprehensively analyze and use information from research to identify current/future needs and want of consumers, and develop a product or service that creatively and effectively satisfies those identified needs and wants better than existing offerings.</p>	<p>Students proficiently gather primary and secondary research. Students accurately analyze and use information from research to identify current/future needs and want of consumers, and develop a product or service that effectively satisfies those identified needs and wants better than existing offerings.</p>	<p>Students satisfactorily gather primary and secondary research. Students adequately analyze and use information from research to identify current/future needs and want of consumers, and develop a product or service that adequately satisfies those identified needs and wants better than existing offerings.</p>	<p>Students minimally gather primary and secondary research. Students ineffectually analyze and use information from research to identify current/future needs and want of consumers, and develop a product or service that doubtfully satisfies those identified needs and wants better than existing offerings.</p>
	<p>Market/Business Environment <i>SNE 1.2 – Research market opportunities and develops an appropriate plan to enter and prosper within the market</i></p>			
	<p>4 – Exceeds</p>	<p>3 – Meets</p>	<p>2 – Nearly Meets</p>	<p>1 – Does Not Meet</p>
	<p>Students use research to expertly write a market opportunity analysis; identify the target market; determine the ease of entry; and develop a SWOT analysis.</p>	<p>Students use research to competently write a market opportunity analysis; identify the target market; determine the ease of entry; and develop a SWOT analysis.</p>	<p>Students use research to satisfactorily write a market opportunity analysis; identify the target market; determine the ease of entry; and develop a SWOT analysis.</p>	<p>Students use research to ineffectually write a market opportunity analysis; identify the target market; determine the ease of entry; and develop a SWOT analysis.</p>

Marketing, Sales & Distribution SNE 1.3 – Creates a plan to generate sales and deliver the proposed offering			
10 – Exceeds	7 – Meets	4 – Nearly Meets	1 – Does Not Meet
<p>Students create an exceptionally detailed and creative marketing plan that expertly describes all of the following:</p> <ul style="list-style-type: none"> ▪ Unique selling proposition ▪ Product development ▪ Distribution channel ▪ Promotion plan ▪ Price 	<p>Students create a proficiently detailed and creative marketing plan that thoughtfully describes all of the following:</p> <ul style="list-style-type: none"> ▪ Unique selling proposition ▪ Product development ▪ Distribution channel ▪ Promotion plan ▪ Price 	<p>Students create a satisfactorily detailed and creative marketing plan that appropriately describes the following:</p> <ul style="list-style-type: none"> ▪ Unique selling proposition ▪ Product development ▪ Distribution channel ▪ Promotion plan ▪ Price 	<p>Students create a simple marketing plan with limited detail and creativity that vaguely describes the following:</p> <ul style="list-style-type: none"> ▪ Unique selling proposition ▪ Product development ▪ Distribution channel ▪ Promotion plan ▪ Price
Finance and Accounting SNE 1.4 – Calculates and plans the financial requirements for the business to prosper			
10 – Exceeds	7 – Meets	4 – Nearly Meets	1 – Does Not Meet
<p>Students adeptly identify the cost of doing business and sources of funding/financing.</p> <p>Students provide a clearly detailed and realistic cash flow statement; income statement; and expertly perform a breakeven analysis.</p>	<p>Students proficiently identify the cost of doing business and sources of funding/financing.</p> <p>Students provide a proficiently detailed and accurate cash flow statement; income statement; and thoughtfully perform a breakeven analysis.</p>	<p>Students satisfactorily identify the cost of doing business and sources of funding/financing.</p> <p>Students provide an acceptable cash flow statement; income statement; and appropriately perform a breakeven analysis.</p>	<p>Students vaguely identify the cost of doing business and sources of funding/financing.</p> <p>Students provide a basic cash flow statement; income statement; and poorly perform a breakeven analysis.</p>
The Business Organization SNE 1.5 – Develops an organization to provide the proposed offering			
4 – Exceeds	3 – Meets	2 – Nearly Meets	1 – Does Not Meet
<p>Students do all of the following adeptly: formulate a company overview; create an organizational structure; determine what type of ownership structure is best suited for their business based upon its ownership, level of risk, and capital needs; and outline special laws or regulations that may impact the organization.</p>	<p>Students do all of the following proficiently: formulate a company overview; create an organizational structure; determine what type of ownership structure is best suited for their business based upon its ownership, level of risk, and capital needs; and outline special laws or regulations that may impact the organization.</p>	<p>Students do all of the following satisfactorily: formulate a company overview; create an organizational structure; determine what type of ownership structure is best suited for their business based upon its ownership, level of risk, and capital needs; and outline special laws or regulations that may impact the organization.</p>	<p>Students do all of the following poorly: formulate a company overview; create an organizational structure; determine what type of ownership structure is best suited for their business based upon its ownership, level of risk, and capital needs; and outline special laws or regulations that may impact the organization.</p>

	Exit Strategy SNE 1.6- Writes a viable exit strategy that is appropriate for the proposed business			
	4 – Exceeds	3 – Meets	2 – Nearly Meets	1 – Does Not Meet
	Students adeptly research exit strategies and the rationale for each; identify the triggers and/or signals that would indicate that it was time to exit; use the research to justify the selection of a particular exit strategy.	Students proficiently research exit strategies and the rationale for each; identify the triggers and/or signals that would indicate that it was time to exit; use the research to justify the selection of a particular exit strategy.	Students satisfactorily research exit strategies and the rationale for each; identify the triggers and/or signals that would indicate that it was time to exit; use the research to justify the selection of a particular exit strategy.	Students poorly research exit strategies and the rationale for each; identify the triggers and/or signals that would indicate that it was time to exit; use the research to justify the selection of a particular exit strategy.
SNE – 2.0 Applies the conventions and principles of communication in business and industry to justify the viability of the business plan	General Written Communication Expectations and Executive Summary SNE 2.1 – Selects the structure, format, and features appropriate to the purpose, audience, and context of the written business plan and materials for the oral presentation SNE 2.2 – Exhibits a control of written and oral English language rules in the marketing plan and in materials for the oral presentation SNE 2.3 – Prepares a written business plan that is in accordance with industry expectations to be presented to an audience of practitioners SNE 2.4 – Makes an oral presentation of the business plan to an audience of practitioners			
	8 – Exceeds	6 – Meets	4 – Nearly Meets	2 – Does Not Meet
	Students do all of the following creatively and exceptionally well : develop an executive summary that encapsulates the business plan; develop a formal business plan to support analysis and conclusions; check the accuracy and relevance of information; develop documentation cognizant of neatness and appeal; and ensure proper application of grammar, spelling and sentence structure.	Students do all of the following competently well : develop an executive summary that encapsulates the business plan; develop a formal business plan to support analysis and conclusions; check the accuracy and relevance of information; develop documentation cognizant of neatness and appeal; and ensure proper application of grammar, spelling and sentence structure.	Students do all of the following satisfactorily : develop an executive summary that encapsulates the business plan; develop a formal business plan to support analysis and conclusions; check the accuracy and relevance of information; develop documentation cognizant of neatness and appeal; and ensure proper application of grammar, spelling and sentence structure.	Students do all of the following poorly : develop an executive summary that encapsulates the business plan; develop a formal business plan to support analysis and conclusions; check the accuracy and relevance of information; develop documentation cognizant of neatness and appeal; and ensure proper application of grammar, spelling and sentence structure.