**Business Plan Assignment Rubric S02 2019**

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| **Criteria** | **Inadequate** | **Needs Improvement** | **Adequate** | **Thorough/Thoughtful** |
| **Description of the business (1%****= 20 points)****(200 words)** | Business organisation, description of products/services, location and management team not provided or inadequately described.Business objectives missing or inadequate.**(0-4 points)** | Business organisation, description of products/services, location and management team provided at minimal level.Basic business objectives stated.**(5-9 points)** | Adequate description of business organisation, products/services, location and management team provided.Business objectives clearly stated and soundly framed. **(10-15 points)** | Thorough description of business organisation, products/services, location and management team provided.Business objectives clearly stated and linked to loan purpose.**(16-20 points)** |
| **Marketing Plan (6% =****120 points)****(800 words)** | Little or no discussion of market conditions.Little or no additional market research specific to VBE business.Little or no discussion of plans for promotion, pricing or distribution of product/services.**(0-20 points)** | Some discussion of market conditions drawn from Virtual Economy information.Little or no additional market research.Limited discussion of plans for promotion, pricing or distribution of product/services.**(21-49 points)** | Discussion of market conditions drawn from Virtual Economy information.Some additional market research.Adequate discussion of plans for promotion, pricing or distribution of product/services.**(50-89 points)** | Discussion of market conditions drawn from Virtual Economy information and supplemented with integrated additional market research.Integrated additional market research.Well-developed discussion ofplans for promotion, pricing, distribution of product/services.**(90-120 points)** |
| **Operating Plan (6% =****120 points)****(800 words)** | Little or no description of current business operations, its suppliers and customers.Little or no discussion of plans to develop, service, protect or support products or services.Little or no discussion of possible threats to future operations.**(0-20 points)** | Some description of current business operations, its suppliers and customers provided.Some discussion of plans to develop, service, protect or support products or services. Not linked or minimally linked to marketing plan, EMP and loan purpose.Little or no discussion of possible threats to future operations.**(21-49 points)** | Adequate description of current business operations, its suppliers and customers provided.Adequate discussion of plans to develop, service, protect or support products or services linked to marketing plan, EMP and loan purpose.Some discussion of possible threats to future operations.**(50-89 points)** | Current business operations, its suppliers and customers well described.Thorough discussion of plans to develop, service, protect or support products or services linked to marketing plan, EMP and loan purpose.Thorough discussion of possible threats to future operations and proposed solutions.**(90-120 points)** |
| **Environment al Management Plan (1% =****20 points)****(200 words)** | EMP missing or poorly presented. Little or no discussion of: resource efficiency, environmental impacts, health and safety issues, or social impacts.**(0-4 points)** | EMP provided but inadequate.Some discussion of resource efficiency, environmental impacts, health and safety issues, or social impacts.**(5-9 points)** | Adequate EMP provided and linked to discussion of resource efficiency, environmental impacts, health and safety issues, or social impacts.**(10-15 points)** | Thorough EMP provided with integrated discussion of resource efficiency, environmental impacts, health and safety issues, or social impacts.**(16-20 points)** |
| **Financial Plan (15% =****300 points)****5% for financial plan and discussion****10% for financial statements and projections****(1800 words)** | Financial plan missing or poorly presented and discussed. Loan amount not mentioned/poorly justified.Historic financial results provided but not discussed.Budgeted financial data missing or poorly presented.Assumptions for financial forecasts not discussed.Financial forecasts not linked to other sections of the business plan.**(0-59 points)** | Financial plan provided but inadequate discussion and presentation. Loan amount mentioned with minimal discussion.Historical financial results provided with minimal discussion.Budgeted financial data provided with little discussion and/or poor or inadequate presentation.Some assumptions for financial forecasts provided but inadequate linkage to historical data.Financial forecasts not well linked to other sections of the business plan.**(60-149 points)** | Complete financial plan presented with adequate discussion.Loan amount adequately explained and justified.Historical financial results provided and discussed.Budgeted financial data provided with adequate discussion. Sound presentation.Assumptions for financial forecasts provided and discussed with some linkage to historical data.Financial forecasts linked to most other sections of the business plan.**(150-239 points)** | Complete financial plan presented with thorough discussion linked to loan application including justification of loan amount.Historical financial results discussed in depth.Budgeted financial data provided with thorough discussion. High standard of presentation.All assumptions for financial forecasts provided and discussed with well-developed linkages to historical data.Financial forecasts integrate and reflect the other sections of the business plan.**(240-300 points)** |
| **Executive Summary (1% = 20****points)****(200 words)** | No executive summary provided.**(0 points)** | Minimal executive summary provided.**(1-9 points)** | Adequate executive summary provided.**(10-15 points)** | Thoughtful executive summary provided that succinctly summarises the objective and major points of the business plan.**(16-20 points)** |
| **Total Points (600)****(4000 words)** |  |  |  |  |