

Business Plan Report Rubric

Business Name:	Final Score:
Student Name:	

Scale	Rating	Definition
5 points	Exceptional	Surpassed expectations. Meets all criteria and adequately explains the business plan in a mature, professional manner.
4 points	Very Good	Meets all criteria. Lacking in areas of professionalism.
3 points	Good	Most criteria met. Lacking in professionalism. Includes errors.
2 points	Weak	Insufficient criteria. Poor planning section with many errors.
0-1 point	Unacceptable.	Few or no criteria met. Major deficiencies.

Criteria	5	4	3	2	1
Report Format Business name, student name, and correct format.					
Executive Summary Overview of the main points of the business plan.					
Business Description Basic information about the business.					
Market and Competitive Analysis Detailed information about your competition.					
Marketing Plan How you will market your business.					
Products OR Services Description Information about the products or services sold by your business.					
Financial Projection Cost of business and projected sales.					
Operating Plan Business goals and timeline.					

Notes: