

# ACT-SO GUIDELINES

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## ENTREPRENEURSHIP

1. Only one (1) business plan may be entered by a single contestant.
2. Six copies (minimum 10 pages, maximum 25 pages) of a **typed, double spaced business plan**, which includes cover page, executive summary, company description, a marketing plan, a management plan and a financial plan. The student's name, page number and branch must be at the top of the page.
3. In addition to the business plan, the following documents must be submitted with all projects:
  - a) an appendix, listing all sources of information, and
  - b) a statement of the administrative/ government requirements for the particular business.
4. The contestant is required to make an **oral presentation** explaining the business plan, **not to exceed five (5) minutes**.
5. A visual presentation in the form of either overhead projection transparencies, a video, a presentation book, or a three panel display board, which includes the name and nature of the business, the procedure for development of the business plan and any illustrations, charts, brochures, results of trial marketing, prototype products, etc. should be provided.
6. Contestants are expected to have personally conducted the business plan analysis and have been involved with the production of any prototype product or service trials.
7. Contestants are expected to provide any necessary materials needed in conjunction with their business plan.
8. Contestants should be familiar with and will be questioned about business terminology, in general, and about terminology related to the product/ service field chosen, in detail.

## JUDGING CRITERIA

<input type="checkbox"/> Knowledge Gained	<b>10 Points</b>
<input type="checkbox"/> Marketing Strategies	<b>10 Points</b>
<input type="checkbox"/> Market Research and Analysis	<b>5 Points</b>
<input type="checkbox"/> Product/Service Knowledge	<b>10 Points</b>
<input type="checkbox"/> Financial Plan	<b>10 Points</b>
<input type="checkbox"/> Creativity/Uniqueness	<b>5 Points</b>
<input type="checkbox"/> Management Plan/Personnel Profiles	<b>10 Points</b>
<input type="checkbox"/> Government Requirements	<b>5 Points</b>
<input type="checkbox"/> Oral Presentation/Style	<b>10 Points</b>
<input type="checkbox"/> Visual Presentation	<b>10 Points</b>
<input type="checkbox"/> Implementation Results	<b>5 Points</b>
<input type="checkbox"/> Customer Service Plan	<b>5 Points</b>
<input type="checkbox"/> Social Responsibility to Community	<b>5 Points</b>
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	<b>100 Total</b>