Marketing Plan Team Leadership Development Event

Purpose: The marketing plan event is designed to assist students with developing practical skills in the marketing process through the development and presentation of a marketing plan. Students research and present a marketing plan for an agricultural product, supply or service. It is intended as a competitive activity involving a team of three persons working for an actual local agribusiness, either an existing or start-up enterprise, to support the outreach mission of FFA.

Local chapters may involve the entire chapter, a specific agriculture class or a three person team in the development of the plan. A three person team will present the results of primary research involving the local community that provides a reasonable and logical solution to a marketing problem. Understanding of the marketing process is manifested in the marketing plan, which is presented in a written plan and in a live presentation to qualified judges. Though only three individuals are on a team, any number of students may assist with the primary and secondary research.

Objectives: Through participation in the state event, participants will be able to:
• Encourage students to demonstrate an understanding of the marketing plan process.
• Provide an activity to focus student and community attention on the agri-marketing curriculum.
• Encourage students to explore and prepare for possible careers in agri-marketing.
• Help develop partnerships and improve relations between industry, local FFA chapters and the general public.

Event Rules: A team representing a chapter will consist of three members listed at the state level from the same chapter. Only the three certified team members can take an active role in the presentation of materials and use of technology during the presentation.
• It is highly recommended that participants wear FFA Official Dress for this event.
• At least three qualified judges will be used. Judges should be selected to represent a mix of industry, education and communication and will have a sufficient understanding of the marketing planning process.
• The judges’ written evaluations will be distributed with the award ribbons.
• A timekeeper will be provided.

Equipment: Equipment provided at the event site: One LCD projector with appropriate cables and a screen. Any other items should be brought to the event. Students should not assume there will be Internet connectivity at the event site. If teams plan to use Internet resources, it is recommended that they are embedded into the media presentations. It is the responsibility of the team to provide any additional equipment including computer adapters.

WRITTEN PLAN (100 POINTS)

Instructions

A marketing plan should be focused on the end consumer. This is not a business plan.
• Teams should select an actual local agribusiness, either an existing or start-up enterprise, that serves the community and decide on the product or service for the marketing plan. Teams should work with an off-campus organization. They should not use their chapter as a client.
• Emphasis should be placed on the “value added” concept using marketing techniques to increase the value of products or services.

• A marketing plan is concerned with the future. Historical information is very valuable, but the actual plan must be a projection. A plan presented in the current year should be developed for the following year. A three-year timeframe may be needed, which would mean the inclusion of the two years following the current year.

• The project outline should include the following aspects of the marketing process:

  • Brief description of product or service attributes: size, quality, etc. (5 points)
  • Market analysis (30 points)
    • Client’s status in current market
    • Trends in the industry
    • Buyer profile and behavior
    • Competition’s SWOT analysis
    • Product’s/client’s SWOT analysis
    • Primary research results (surveys, focus groups, interviews)
  
  • Business proposition (20 points)
    • Develop a mission statement
    • Make key planning assumptions (cite sources of information)
    • Have short and long-term goals - must be measurable, specific, attainable and have completion dates
    • Identify target market – specific market segments which achieve the goals

• Strategies and action plan (25 points)
  • Product
  • Price
  • Place
  • Promotion
  • Position

• Projected budget (10 points)
The budget should be future oriented and include the current year plus two additional years in advance.
  • Cost of strategies
  • Pro forma income statement which details the realistic costs and returns of the marketing strategies
  • Calculate the financial return of the marketing plan

• Evaluation (5 points)
  • Benchmarks to track progress toward goals
  • Identify tools to measure established benchmarks
  • Recommendations for alternative strategies, if benchmarks are not reached

• Technical and business writing skills (5 points)
Procedures
The state marketing plan event will be limited to up to eight participating chapters. The competition will be held on the Tuesday morning of the Minnesota FFA convention. If more than eight chapters preregister to the MN FFA Coordinator before March 1, all preregistered chapters will submit their market plans in a PDF to be judged by April 1. The top eight scoring portfolios that will compete at State Convention will be announced after the portfolios are judged before April 10. Finalists will be announced by April 10.

- Project title, Chapter name, Members names, and Year MUST be on the written plan title page. If not included, a penalty will be assessed to the written plan.

The document should not exceed eight single-sided, 8.5"x11" pages and must be ten point or larger type size. Different formats and page sizes can be used as long as the document does not exceed the equivalent of eight single-sided, 8.5" x 11" pages. A five point deduction will be applied to all marketing plans that do not follow these guidelines.

- Title page - one page
  - Project title
  - Chapter name
  - Members names
  - Year

- Text and appendices - seven pages
  - Marketing plan
  - Surveys
  - Graphs
  - Maps
  - Promotional pieces

- Written expression is important. Attention should be given to language, general appearance, structure and format.

LIVE PRESENTATION (200 POINTS)

The team assumes the role of a marketing consultant. The judges assume the role of the selected client.

Each team will be allowed five minutes to set up before their 15 minute time allowance begins. After the presentation, teams are required to reset the equipment as they found it.

In the case of equipment failure, every effort will be made to rectify the problem as quickly as possible; however, at the judges’ discretion, a team may be asked to move forward with the presentation.

A back-up plan is recommended.

The live presentation should not exceed fifteen minutes. Five points will be deducted from the final score for each minute or major fraction thereof, over fifteen minutes for the presentation. The timekeeper shall be
responsible for keeping an accurate record of time.

Each member of the team should participate in the question and answer session.

- The presentation will be followed by five minutes maximum of clarifying questions.

Visual aids are only limited by your imagination. Do not assume that the lights can be adjusted or the competition room can be drastically remodeled. Scoring will be based on how effectively visual aids are used, not how elaborate they are. Remember that visual aids should enhance and clarify what the speakers are saying; not replace them. Visual aids, i.e., flyers, promotional materials, webpage, advertisements, mailers, etc., should support the marketing effort and not the product itself. If props don’t enhance the presentation, they should not be used.

Before the presentation, teams are allowed to hand judges one single-sided, 8.5”x11” page with changes/corrections to the written plan. No other handouts or samples are allowed.

**Scoring**

Teams will be ranked in numerical order on the basis of the final score to be determined by each judge without consultation.

The judges’ ranking of each team then shall be added, and the winner will be the team whose total ranking is the lowest. Other placings will be determined in the same manner (low rank method of selection). All event scorecards are at the end of the market plan rules.

**Tiebreaker:** Ties will be broken based on the greatest number of low ranks. Team low ranks will be counted and the team with the greatest number of low ranks will be declared the winner. If a tie still exists, then the rank of the teams’ written plan scores will be used. If a tie still exists, the team with the lowest rank from the response to questions will be declared the winner.

**Awards:** Awards will be presented to teams based upon their rankings at the Tuesday awards session.

**Resources:**

This list of references is not intended to be all-inclusive. Other sources may be utilized, and teachers are encouraged to make use of the very best instructional materials available. The following list contains references that may prove helpful during event preparation.

- National FFA Core Catalog
- National Career Development Event Questions and Answers: [FFA.org](http://shop.FFA.org)
- Power of Demonstration DVD: [http://shop.FFA.org](http://shop.FFA.org)
- Final Hall Presentations and resources on ffa.org: [https://www.ffa.org/participate/cdes/marketing-plan](https://www.ffa.org/participate/cdes/marketing-plan)
<table>
<thead>
<tr>
<th>INDICATOR</th>
<th>Very strong evidence of skill present 5-4 Points</th>
<th>Moderate evidence of skill present 3-2 Points</th>
<th>Strong evidence of skill not present 1-0 Points</th>
<th>Points Earned 5-0 Pts.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description of product/client status</strong></td>
<td>The plan contains details of the products/services; from the customer's point of view, and identifies key competitors and how the product/service is positioned to compete.</td>
<td>The plan describes the products/services; however, detail on the features, benefits, and competitors is lacking.</td>
<td>Little to no information is provided on the product/service, its features and benefits, or its competitors.</td>
<td></td>
</tr>
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</table>

**Market Analysis**

| Client's status in current market | Information is thoroughly and clearly reported, including such things as the type of product/service, current marketing efforts, current knowledge about customers and competitors, etc. | Information is for the most part, thoroughly and clearly reported. But some information that may be critical to the marketing plan is missing. | Information is provided, but there is a great deal of potentially important information missing. | |
| Industry trends | Describes how major trends and information helped identify immediate opportunity. | Describes major trends that could impact this industry in the near future. | Gives a brief history of the industry, but does not demonstrate understanding of trends. | |
| Buyer profile and behavior | Describes in-depth the buyer in the customer profiles buying roles, buying behavior, and buyer decision making process. | Briefly describes the buyer in the customer profiles buying roles, buying behavior, and buyer decision making process. | The buyer profile section is incomplete. | |
| **Competition's SWOT analysis** | A thorough SWOT analysis is provided, and reasoning for each item in the SWOT is provided and logical. | SWOT analysis is provided, but some missing points and reasoning for each item is not thoroughly provided or logical. | SWOT analysis is provided, but there are missing points and there is no reasoning provided for the items. | |
| Product/client's SWOT analysis | A thorough SWOT analysis is provided, and reasoning for each item in the SWOT is provided and logical. | SWOT analysis is provided, but some missing points and reasoning for each item is not thoroughly provided or logical. | SWOT analysis is provided, but there are missing points and there is no reasoning provided for the items. | |
| Primary Research results (survey, focus groups, interviews) | Excellent plan for collection of data justified with many facts from current business environment. | Adequate data collection plan justified with a few facts from business environment. | Data collection plan is unorganized and not supported by business environment. | |

**Business Proposal**

| Mission statement | Useful mission statement that is relevant to the business. | Mission statement is not totally relevant to the business. | Irrelevant use, not matching business use | |
| Key planning assumption | Identifies and validates key assumptions in the strategy. | Identifies and validates most of the key assumptions in the strategy. | Does not surface the key assumptions or validation for the strategy. | |
| Short and long-term goals | Short- and long-term business goals are attainable and time-bound. | Short- and long-term business goals may not be attainable or they're not time-bound. | Goals are missing or are irrelevant to the business. | |
| Target market | Clearly identified by demographics and product/service meets needs/wants of target group. | Somewhat identified by demographics and product/service may meet needs/wants of target group. | Not identified by demographics and product/service does not meet needs/wants of target group. | |
### Written Marketing Plan Rubric

<table>
<thead>
<tr>
<th>INDICATOR</th>
<th>Very strong evidence of skill present</th>
<th>Moderate evidence of skill present</th>
<th>Strong evidence of skill not present</th>
<th>Points Earned 5-0 Pts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategies and Action Plan</strong></td>
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</tr>
<tr>
<td><strong>Product</strong></td>
<td>Clearly evident what product/service is being provided.</td>
<td>Somewhat evident what product/service is being provided.</td>
<td>Unclear what product/service is being provided.</td>
<td></td>
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<tr>
<td><strong>Price</strong></td>
<td>Includes the pricing structure and explains why/how these prices were determined.</td>
<td>Includes the pricing structure but does not explain how the prices were determined.</td>
<td>Does not provide complete pricing structure; some products or services are missing. No rational for the pricing strategy is given.</td>
<td></td>
</tr>
<tr>
<td><strong>Place</strong></td>
<td>Location is very convenient for target market.</td>
<td>Location is accessible for target market.</td>
<td>Location is not very convenient for target market.</td>
<td></td>
</tr>
<tr>
<td><strong>Promotion</strong></td>
<td>Promotional material makes target market clearly aware of what the product/service is, what it does and where it is available.</td>
<td>Promotional material makes target market somewhat aware of what the product/service is, what it does and where it is available.</td>
<td>Promotional materials does not make target market aware of what the product/service is, what it does and where it is available.</td>
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<tr>
<td><strong>Position</strong></td>
<td>Unique selling position (USP) in the market clearly determined.</td>
<td>Unique selling position (USP) in the market is somewhat determined.</td>
<td>Unique selling position (USP) in the market is not determined.</td>
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<tr>
<td><strong>Budget (income statement, costs, returns, accuracy)</strong></td>
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<tr>
<td><strong>Completeness</strong></td>
<td>Income statement is complete and demonstrates a reasonable return on investment (ROI).</td>
<td>Income statement is complete and demonstrates a questionable return on investment (ROI).</td>
<td>Income statement is not complete and demonstrates an unreasonable return or investment (ROI).</td>
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</tr>
<tr>
<td><strong>Accuracy</strong></td>
<td>All calculations are accurate and accurately categorized.</td>
<td>Most calculations are accurate and accurately categorized.</td>
<td>Most calculations are inaccurate and inaccurately categorized.</td>
<td></td>
</tr>
<tr>
<td><strong>Evaluation</strong></td>
<td>Evaluates data or criteria in a way that reflects an in-depth understanding of the product/service.</td>
<td>Evaluates data or criteria in a way that reflects some basic understanding of the product/service.</td>
<td>Has difficulty evaluating important data or criteria, which demonstrate a lack of understanding of the product/service.</td>
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</tr>
<tr>
<td><strong>Technical Business Writing</strong></td>
<td>The plan contains no more than five spelling or grammatical errors. If any sources have been referenced, proper citations have been used. The plan is formatted according to the handbook.</td>
<td>The plan contains more than five spelling or grammatical errors. Citations, if needed, have been cited correctly. The plan is formatted according to the handbook.</td>
<td>The plan has many spelling or grammatical errors. No citations have been provided. The plan has not been formatted appropriately.</td>
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</table>

**WRITTEN MARKETING PLAN TOTAL POINTS**

100 points Possible

**Deduction:** Written plan received after April 1. Deduct 10 percent of possible plan score or 10 points.

**Deduction:** Five points deducted for incorrect written plan format.

**Judges comments:**

**Total score**
<table>
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<tr>
<th>Period</th>
<th>Score</th>
<th>Indicators</th>
<th>Description</th>
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<td>1-0 Points</td>
<td>2-3 Points</td>
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**Marketing Process**

1. **Understanding and Clear Presentation of the Six Parts of the Marketing Plan**

2. **Marketing Plan Presentation Rubric**

3. **Points**

4. **Total**

5. **Name**

6. **Chapter**

7. **Page**
<table>
<thead>
<tr>
<th>Team Ranking</th>
<th>Marketing Plan - Net Total Points</th>
<th>Written Plan - Total Points</th>
<th>Presentation - Total Points</th>
<th>Deduction - Five points for each minute over 15 minutes.</th>
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</table>

Presentation Score from Page 2

Presentation Score from Page 1

Judge's Comments:

50/50

<table>
<thead>
<tr>
<th>× 10</th>
<th>Question or provides a framing answer and other does not answer. Sometimes cannot get around by questions.</th>
<th>Questions: Provides answer that are somewhat unclear and at times does not answer.</th>
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</thead>
<tbody>
<tr>
<td>20/20</td>
<td>Participation equals to participation equally. All members did not participate in active role in the presentation and/or very low level of audience, they look at slides from notes, rarely look at slides.</td>
<td>Presentation: All members participated equally.</td>
</tr>
</tbody>
</table>

Answers

Question and

Communication

Score

Weight

Earned

Points

Total

Strong evidence of skill present

3-2 points

Moderate evidence of skill present

2-1 points

Very strong evidence of skill present

5-4 points

INDICATOR

Page 2

Marketing Plan Presentation Rubric 200 Points