MARKETING PLAN CAREER DEVELOPMENT EVENT

Purpose
1. 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 agri-business, either an existing or start-up enterprise, to support FFA’s outreach mission.
2. 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
1. To encourage students to demonstrate an understanding of the marketing plan process.
2. To provide an activity to focus student and community attention on the agri-marketing curriculum.
3. To encourage students to explore and prepare for possible careers in agri-marketing.
4. To help develop partnerships and improve relations between industry, local FFA chapters and the general public.

Event Rules
1. It is required that participants wear FFA Official Dress for this event.
2. The topic selected and presented by the team MUST BE original and not a duplication of the previous year. The state office will retain one copy of the manuscript for two years to ensure the same plan is not used in subsequent years.
3. Team Make-up- A team will consist of three members 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.
4. 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. Written feedback from judges will be available following the event.
5. A timekeeper will be provided.
6. Participants in need of special accommodations (disability or other health issues) must submit the Idaho State FFA Career Development Events Request for Special Accommodation Application found at the end of the General Rules and Regulations at least one month prior to the event.
Event Format

1. Equipment
   i. Equipment provided at the event site:
      1. two tripod easels
      2. one LCD projector with standard VGA cable
      3. one screen
      4. one AV cart including power strip and extension cord
      5. one table
      6. three chairs
   ii. It is the responsibility of the team to provide any additional equipment.

2. Written Marketing Plan – 100 Points
   1. Instructions
      1. Teams should select an actual local agri-business, 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.
      2. Emphasis should be placed on the “value added” concept using marketing techniques to increase the value of products or services.
      3. 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.
      4. The project outline should include the following aspects of the marketing process:
         a. Brief description of product or service (product/service attributes: size, quality, etc.) – 5 points
         b. Market Analysis – 30 points
            i. Client’s status in current market – 5 points
            ii. Industry trends – 5 points
            iii. Buyer profile and behavior – 5 points
            iv. Competition’s SWOT analysis – 5 points
            v. Product’s/client’s SWOT analysis – 5 points
            vi. Primary research results (surveys, focus groups, interviews) – 5 points
         c. Business Proposal – 10 points
            i. Mission statement – 2 points
            ii. Key planning assumptions (cite sources of information) – 2 points
            iii. Short and long-term goals - must be measurable, specific, attainable and have completion dates – 3 points
            iv. Target market – identify specific market segments which achieve the goals – 3 points
d. Strategies and action plan – 25 points  
   i. Product – 1 point  
   ii. Price – 7 points  
   iii. Place – 5 points  
   iv. Promotion – 7 points  
   v. Position – 5 points  

e. Projected budget – 15 points  
   i. What will the strategies cost?  
   ii. Pro forma income statement which details the realistic costs and returns of the marketing strategies  
   iii. Calculate the financial return of the marketing plan  

f. Evaluation – 5 points  
   i. Establish benchmarks to track progress toward goals  
   ii. Identify specific tools to measure established benchmarks  
   iii. Recommendations for alternative strategies, if benchmarks are not reached  

g. Technical and business writing skills – 10 points  
   i. Deductions of 10% if submitted late – 10 points max  
   ii. Deduction of 5% for incorrect format – 5 points max  

ii. Procedures  
   1. **Five (5) copies of the plan must be received by the CDE Superintendent by the date specified in the registration packet (approximately one week before the event).**  
      a. Copies of the written plan can be sent either hard copy or by email using PDF file format.  
         i. Agricultural Education and 4-H Youth Development  
            University of Idaho  
            PO Box 442040  
            Moscow, ID 83844-2040  
            jconnors@uidaho.edu  
      b. A penalty of 10% will be assessed for documents received after the due date deadline.  
      c. The name of the High School and FFA Chapter name MUST be on the written plan title page. If not included, a penalty will be assessed to the written plan.
2. The document should not exceed eight (8) single-sided, 8.5”x11” pages. Use 12 point Times Roman font. Different formats and page sizes can be used as long as the document does not exceed the equivalent of eight (8) single-sided, 8.5” x 11” pages. A five (5) point deduction will be applied to all marketing plans that do not follow these guidelines.
   a. Title page - 1 page
      i. Project title
      ii. High School name
      iii. Chapter name
      iv. Year
   b. Text and appendices - 7 pages
      i. Marketing plan
      ii. Surveys
      iii. Graphs
      iv. Maps
      v. Promotional pieces
   c. Written expression is important. Attention should be given to language, general appearance, structure and format.

3. One copy of the manuscript will be maintained in the State Advisors Office for a period of two years as a check to prevent the same marketing plan from being presented at the state level in subsequent years. Marketing plans presented at the state level should be new and original and not one that a participant may have presented in previous years. Each marketing plan shall be the result of the teams own effort.

4. Live Presentation – 200 Points
   1. The team assumes the role of a marketing consultant. The judges assume the role of the selected client.
   2. 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.
   3. 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.
   4. 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.
   5. Each member of the team should participate in the question and answer session. Five minutes will be allowed for clarifying questions after the presentation.
   6. 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.

7. 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 that 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 this chapter of the handbook.

**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 event superintendent will rank the teams’ response to questions. The team with the lowest rank from the response to questions will be declared the winner. If a tie still exists then the team’s raw scores will be totaled. The team with the greatest total of raw points will be declared the winner.

**Resources**
Agricultural Marketing Resource Center – http://www.agmrc.org
# Idaho FFA
## Marketing Plan CDE
### Written Marketing Plan Score Sheet

Chapter: _______________________________________

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Possible Points</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESCRIPTION OF PRODUCT/ SERVICE AND CLIENT STATUS</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>MARKET ANALYSIS</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Client’s status in market</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Industry trends</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Buyer profile and behavior</td>
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<td></td>
</tr>
<tr>
<td>Primary research results (surveys, focus groups, interviews)</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>BUSINESS PROPOSAL</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Mission Statement</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Key planning assumptions</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Short and long-term goals</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Target market</td>
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<td></td>
</tr>
<tr>
<td>STRATEGIES AND ACTION PLAN</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Product</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Price</td>
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<td>5</td>
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<tr>
<td>Promotion</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Position</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>BUDGET (income statement, costs, returns, accuracy)</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>EVALUATION</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>TECHNICAL &amp; BUSINESS WRITING SKILLS</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Deductions – Written plan turned in late. Deduct 10% of possible written plan score (or 10 points)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deduction – Five (5) points deducted for incorrect written plan format.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WRITTEN PLAN TOTAL POINTS</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

COMMENTS:
# Marketing Plan CDE

## Presentation Score Sheet

Chapter:  

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Possible Points</th>
<th>Points Earned</th>
</tr>
</thead>
</table>
| **MARKETING PROCESS**  
(understand and clear presentation of the six parts of the marketing plan) | 130 |  |
| Brief description/client status | 5 |  |
| Marketing analysis | 10 |  |
| Primary research | 35 |  |
| Business proposal | 15 |  |
| Strategies/action plan | 30 |  |
| Budget | 25 |  |
| Evaluation | 10 |  |
| **COMMUNICATION** | 20 |  |
| Examples explained, detailed | |  |
| Speaking without notes, unrehearsed | |  |
| Tone | |  |
| All members participated | |  |
| Eye contact | |  |
| Mannerisms, gestures | |  |
| Poised | |  |
| **QUESTIONS AND ANSWERS** | 50 |  |
| Presentation Total Points | 200 |  |
| Written Plan Score | 100 |  |
| Sub-Total (Written & Presentation) | 300 |  |
| Deduction – Five (5) points deducted for each minute, or major fraction thereof, presentation went over fifteen (15) minutes. | |  |

### TEAM RANKING

**NET TOTAL POINTS**

**TEAM RANKING**

**COMMENTS:**