The Business Growth Plan involves strategy development needed to grow an existing business owned by a current DECA member. Options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the internet, etc.

Participants in the Business Growth Plan will:
- analyze their current business operations
- prepare a written proposal identifying opportunities to grow and expand the business
- present the proposal in a role-playing interview

All participants must be documented owners/operators of the business. A parents’ business does not qualify.

Examples of sufficient documentation of ownership include items that clearly list the name(s) of the owner(s)/operator(s) such as:
- notarized affidavit of ownership
- business licenses
- certificates of insurance
- tax filings
- local business permits

Examples of insufficient documentation of ownership include items that are less official such as:
- webpages
- business cards
- promotional materials

KNOWLEDGE AND SKILLS DEVELOPED
Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today’s employers:
- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA’s competitive events.

Crosswalks that show which 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at deca.org.
**WRITTEN ENTRY GUIDELINES**

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

**WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY.** This must be signed and submitted with the entry. Do not include it in the page numbering.

**TITLE PAGE.** The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- BUSINESS GROWTH PLAN
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of participants
- Date

Title page will not be numbered.

**TABLE OF CONTENTS.** The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

**BODY OF THE WRITTEN ENTRY.** The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered “1” and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY
   One- to three-page description of the plan

II. INTRODUCTION
   A. Type of business owned and operated and a description of the current business operations
   B. Products and/or services offered
   C. Unique characteristics of the business

III. SWOT ANALYSIS
   A. Strengths of the business
   B. Weaknesses of the business
   C. Opportunities available for the business
   D. Threats to the business

IV. FIVE YEAR PLAN TO GROW AND EXPAND THE BUSINESS
   A. Expansion opportunities
   B. New market analysis
   C. Marketing plan

V. FINANCING PLAN
   A. Current financial situation, including financial documents
   B. Fixed overhead and cost of operations
   C. Capital needed for expansion opportunities
   D. Time to achieve profitability

VI. CONCLUSION
   Summary of key points

VII. BIBLIOGRAPHY
   A bibliography is required. Include a list of the sources of information used in the written document.

VIII. APPENDIX
   An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

**PROOF OF OWNERSHIP DOCUMENT (REQUIRED)**

Documentation to verify student ownership/operation. Pages in this section do not count towards the 20 numbered pages. Do not number these pages. **All participants must be documented owners/operators of the business.**
PENALTY POINT CHECKLIST
In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 50. These standards are designed to make competition as fair as possible.

PRESENTATION GUIDELINES
• Prior to the presentation, a judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
• The participants will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
• The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
• Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
• If time remains, the judge may ask questions pertaining to the proposal.
• Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
• Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
• If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING
Participants will make a 15-minute presentation to you.
At the beginning of the presentation (after introduction), the participant will describe the proposal and make the request for financing. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.
If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry (if provided).
At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 40 points.
# DECA BUSINESS GROWTH PLAN

## WRITTEN ENTRY EVALUATION FORM

Please refer to the Written Entry Guidelines for a more detailed explanation of these items.

### EXECUTIVE SUMMARY

<table>
<thead>
<tr>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. One- to three-page description of the plan</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
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### INTRODUCTION

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<td>2. Type of business owned and operated and description of the current business operations</td>
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<td>3</td>
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<tr>
<td>3. Description of the products and/or services offered</td>
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<td>2</td>
<td>3</td>
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<tr>
<td>4. Unique characteristics of the business</td>
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<td>2</td>
<td>3</td>
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### SWOT ANALYSIS

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<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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<tr>
<td>5. Strengths of the business</td>
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<td>2</td>
<td>3</td>
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<tr>
<td>6. Weaknesses of the business</td>
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<td>2</td>
<td>3</td>
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<tr>
<td>7. Opportunities available for the business</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>8. Threats to the business</td>
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<td>3</td>
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### FIVE YEAR PLAN TO GROW & EXPAND THE BUSINESS

<table>
<thead>
<tr>
<th>LITTLE/NO VALUE</th>
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<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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</thead>
<tbody>
<tr>
<td>9. Expansion opportunities</td>
<td>0-1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>10. New market analysis</td>
<td>0-1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>11. Marketing plan</td>
<td>0</td>
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</table>

### FINANCING PLAN

<table>
<thead>
<tr>
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<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>12. Current financial situation</td>
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<tr>
<td>13. Fixed overhead and cost of operations</td>
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<td>2</td>
<td>3</td>
</tr>
<tr>
<td>14. Capital needed for expansion opportunities</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
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<tr>
<td>15. Time to achieve profitability</td>
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### CONCLUSION

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<tr>
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<th>JUDGED SCORE</th>
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<tr>
<td>16. Summary of key points</td>
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### APPEARANCE AND WORD USAGE

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<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>17. Professional layout, neatness, proper grammar, spelling and word usage</td>
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<td>3</td>
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**WRITTEN ENTRY TOTAL POINTS (60)**

JUDGE __________
## BUSINESS GROWTH PLAN EBG

### PRESENTATION EVALUATION FORM

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<tr>
<th>PRESENTATION</th>
<th>LITTLE/NO VALUE</th>
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<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation</td>
<td>0-1-2</td>
<td>3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
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**TO WHAT EXTENT DID THE PARTICIPANTS:**

<table>
<thead>
<tr>
<th></th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Create processes for ongoing opportunity recognition</td>
<td>0-1-2</td>
<td>3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>3. Develop plan to invest resources into improving current products or creating new ones</td>
<td>0-1-2</td>
<td>3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>4. Assess risks associated with the venture</td>
<td>0-1-2</td>
<td>3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>5. Determine relationships among total revenue, marginal revenue, output and profit</td>
<td>0-1-2</td>
<td>3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
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### PRESENTATION TOTAL POINTS (40)

- WRITTEN ENTRY (60)
- PRESENTATION (40)
- SUBTOTAL (100)
- LESS PENALTY POINTS

TOTAL SCORE

JUDGE: __________