The International Business Plan involves the development of a proposal to start a new business venture in an international setting. It may be a new business or a new product or service of an existing business. Any type of business may be used.

Participants in the International Business Plan will:
• apply entrepreneurship knowledge and skills in an international setting
• prepare a written proposal for a new business venture
• present the proposal in a role-playing interview

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:

INTERNATIONAL BUSINESS 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 summary of the business model

II. ANALYSIS OF THE INTERNATIONAL BUSINESS SITUATION
   A. Economic, governmental and legal analysis of the trading country
      1. Describe the trading country’s economic system, economic information important to your proposed business/product/service, the level of foreign investment in that country
      2. Describe the trading country’s governmental structure and stability, how the government controls trade and private business
      3. Describe laws and/or governmental agencies that affect your business/product/service (i.e., labor laws, trade laws [origin country and the country of choice])
   B. Trade area and cultural analysis
      1. Geographic and demographic information, important customs and traditions, other pertinent cultural information, competitive advantages and disadvantages of the proposed product and/or service
      2. Analysis of the potential location—importance and requirements of each trade document required by the origin country and the country of choice

III. PROBLEM
   Describe the top problems the product/service is addressing.

IV. CUSTOMER SEGMENTS
   Who are the target customers? Describe the target market (age, income level, population estimate, other specific demographic and economic information), customer buying behavior related to the proposed product and/or service

V. UNIQUE VALUE PROPOSITION
   What is the single, clear, compelling message that states why your product/service is different and worth buying?

VI. SOLUTION
   What are the top features of the product/service that solve the problem?

VII. CHANNELS
   What are the pathways to customers?

VIII. REVENUE STREAMS
   What is the revenue model and what are the lifetime values?

IX. COST STRUCTURE
   What are the customer acquisition costs, distribution costs, human resources costs, and other additional costs?
X. DETAILED FINANCIALS
   A. Projected income and expenses (The following items are recommended for inclusion. You may select the appropriate items for your business.)
      • Projected income statements by month for the first year’s operation (sales, expenses, profit/loss)
      • Projected cash flow for the first year
      • Projected cash flow by month for the first year’s operation
      • Projected balance sheet, end of first year
      • Projected three-year plan
      • A brief narrative description of the planned growth of the proposed business, including financial resources and needs
   B. Proposed plan to meet capital needs (The following are recommended items for inclusion. You may select the appropriate items for your business.)
      • Personal and internal sources
      • Earnings, short-term and long-term borrowing, long-term equity
      • External sources
      • Plan to repay borrowed funds or provide return on investment to equity funds

XI. KEY METRICS
   What are the key activities that must be measured?

XII. COMPETITIVE ADVANTAGE
   What about the product/service means that it cannot be easily copied or bought?

XIII. CONCLUSION
   Specific request for financing, summary of key points supporting the financial request

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

XV. 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.
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 have been asked to prepare a proposal for a new business venture in an international setting.
• Playing the role of a business executive, the judge will evaluate the written document and then interview the participants, as if he/she were actually going to approve (or disapprove) the proposal.
• The participants will present the plan 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. You are role-playing a business executive.
At the beginning of the presentation (after introductions), the participants will describe the proposal and make the request for approval. 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.
### Executive Summary

1. One- to three-page description of the business model

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### Analysis of the International Business Situation

2. Description of economic, political and legal analysis; trade area and cultural analysis

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### Problem

3. Description of the problems the product/service is addressing

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### Customer Segments

4. Description of target customers

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### Unique Value Proposition

5. Description of the single, clear, compelling message that states the unique value proposition

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### Solution

6. Description of the top features of the product/service that solve the problem

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### Channels

7. Descriptions of the pathways to customers

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### Revenue Stream

8. Description of the revenue model and lifetime values

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### Cost Structure

9. Explanation of the customer acquisition costs, distribution costs, human resources costs and any additional costs

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### Detailed Financials

10. Projected income and expenses and proposed plan to meet capital needs

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### Key Metrics

11. Explanation of the key activities that must be measured

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### Competitive Advantage

12. Explanation of why the product/service cannot be easily copied or bought

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### Conclusion

13. Specific request for financing, summary of key points supporting the financial request

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### Written Entry Total Points (60)

JUDGE __________

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**DECA GUIDE 2021-22**

82
# INTERNATIONAL BUSINESS PLAN

## PRESENTATION EVALUATION FORM

### PRESENTATION

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<tbody>
<tr>
<td>1. Opening presentation and request: description of the business model; organization, clarity and effectiveness of the presentation</td>
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### TO WHAT EXTENT DID THE PARTICIPANTS:

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<tr>
<td>2. Assess opportunities for venture creation</td>
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<td>3. Determine feasibility of venture ideas</td>
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<td>4. Describe market-entry strategies for conducting business internationally</td>
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<td>5. Evaluate risk-taking opportunities</td>
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<td>6. Explain the complexity of business operations</td>
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<td>7. Determine relationships among total revenue, marginal revenue, output and profit</td>
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<td>8. Describe marketing functions and related activities</td>
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## PRESENTATION TOTAL POINTS (40)

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<th>SUBTOTAL (100)</th>
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<th>TOTAL SCORE</th>
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