



BUSINESS GROWTH PLAN

Business Growth Plan **EBG**

Sponsored by National Association of State Procurement Officials (NASPO)



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

ENTREPRENEURSHIP

EVENT OVERVIEW

- This event consists of two major parts: the **written document** and the **oral presentation**. The written document will account for 100 points, and the oral presentation will account for 100 points for a total of 200 points.
- Each event entry will be composed of **one to three members** of the DECA chapter. All participants must present the project to the judge. All participants present must respond to questions. **All participants must be documented owners/operators of the business.**
- The body of the written entry must be limited to **20 numbered pages**, including the appendix (if an appendix is attached), but excluding the proof of ownership documentation, title page and the table of contents.
- The **Prepared Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum **15 minutes** in length, including time for judge's questions.
- For the presentation, the participants are the business owners(s). The judge will assume the role of potential source of capital and will evaluate the presentation, focusing on the content and effectiveness of the presentation technique.

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 Career Competencies, in the following categories, desired by today's employers:

- **Critical Thinking**
Thinks critically to understand and solve problems.
- **Communication**
Communicates clearly, effectively, and with reason.
- **Decision Making**
Considers the impacts of decisions.
- **Collaboration**
Participates and advocates in groups of all sizes to achieve common goals.
- **Innovation**
Demonstrates a creative and innovative mindset.
- **Technology**
Ethically leverages technologies to enhance efficiencies, complete tasks, and accomplish goals.

WRITTEN ENTRY GUIDELINES

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

PREPARED 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

What is the current state of the business? What products or services are offered, and what makes the business unique? How would you describe its current position in the market?

III. SWOT ANALYSIS

What are the business’s strengths, weaknesses, opportunities, and threats? How do these factors influence decisions about future growth?

IV. FIVE YEAR PLAN TO GROW AND EXPAND THE BUSINESS

- A. Opportunities to grow the business, including expansion strategies, marketing opportunities and marketing approach
- B. Strategies to expand and promote the business for long-term growth

V. FINANCING PLAN

- A. Current financial situation, including financial documents
- B. Fixed overhead and cost of operations
- C. Capital needed for growth
- D. Plan to manage costs, fund expansion and achieve profitability with timeline

VI. CONCLUSION

What are the key takeaways of the growth plan, and why is this strategy likely to succeed?

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.**



1-3 PARTICIPANTS



20 PAGES
ALLOWED
Plus Proof of Ownership



PRESENT PLAN



15 MINUTES
INTERVIEW TIME

PENALTY POINT CHECKLIST

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 60. These standards are designed to make competition as fair as possible.

WRITTEN ENTRY JUDGING

A judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Any visual elements (where allowed) will be evaluated on how clearly and effectively they support the content.

PRESENTATION GUIDELINES

- The participants are the business owner(s). The judge is to assume the role of a potential source of capital, evaluating as if actually approving (or disapproving) the proposal.
- The participants will present the project to the judge in a 15-minute presentation worth 100 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

The participants are to assume the roles of the business owner(s). You are to assume the role of a potential source of capital, evaluating as if actually approving (or disapproving) the proposal.

Participants will make a 15-minute presentation to you.

At the beginning of the presentation (after introductions), 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 100 points.



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WRITTEN ENTRY EVALUATION FORM

EXECUTIVE SUMMARY	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
1. Summarizes the growth plan, highlighting key strategies and the value of the proposed expansion.	0-1-2-3	4-5-6	7-8-9	10	
INTRODUCTION	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
2. Explains the current business operations, products or services, and unique characteristics.	0-1-2-3	4-5-6	7-8	9	
3. Demonstrates an understanding of the business's current position.	0-1-2-3	4-5-6	7-8	9	
SWOT ANALYSIS	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
4. Analyzes the business by identifying strengths, weaknesses, opportunities and threats.	0-1-2-3	4-5-6	7-8-9	10	
5. Explains how these factors inform growth decisions.	0-1-2-3	4-5-6	7-8-9	10	
GROWTH & EXPANSION STRATEGY	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
6. Analyzes opportunities to grow the business, including expansion strategies, market opportunities and marketing approach.	0-1-2-3	4-5-6	7-8-9	10	
7. Explains how the strategy supports long-term growth	0-1-2-3	4-5-6	7-8-9	10	
FINANCING PLAN	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
8. Analyzes the current financial situation, costs, and capital needs.	0-1-2-3	4-5-6	7-8-9	10	
9. Explains how the business can support and sustain growth over time including the timeline to achieve profitability.	0-1-2-3	4-5-6	7-8-9	10	
CONCLUSION	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
10. Synthesizes the growth plan by explaining why the proposed strategy will successfully expand the business.	0-1	2-3	4-5	6	
PROFESSIONAL STANDARDS	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
11. Displays a professional layout using appropriate business language and correct grammar.	0-1	2-3	4-5	6	

WRITTEN ENTRY TOTAL POINTS (100)



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PRESENTATION EVALUATION FORM

PRESENTATION CONTENT	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
1. Current Business Understanding Explains the current business operations, products or services, and unique characteristics, showing a clear understanding of the business.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
2. Business Analysis Analyzes the business by explaining strengths, weaknesses, opportunities, and threats, and shows how these factors influence growth decisions.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
3. Growth & Expansion Strategy Explains the proposed growth strategy, showing how it expands the business and aligns with market opportunities.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
4. Implementation Feasibility Demonstrates how the growth plan will be carried out, showing that the strategy is realistic and achievable.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
5. Financial Impact & Sustainability Explains the financial considerations of the growth plan, showing how the business can support and sustain expansion over time.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	

PRESENTATION TECHNIQUE	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
6. Organization Information is presented in a logical sequence that can be easily followed and understood.	0-1	2-3	4	5	
7. Persuasion Presents a persuasive case that the business plan is worth pursuing, using clear reasoning and a logical structure.	0-1	2-3	4	5	
8. Delivery Presentation engages the audience through interactive techniques (e.g., visual storytelling, etc.).	0-1	2-3	4	5	
9. Presentation Design Visual aids and themes are used throughout and are appropriate, professional, and add value to the presentation.	0-1	2-3	4	5	
10. Overall Impression Demonstrates overall career readiness through professionalism, poise and confidence.	0-1	2-3	4	5	

PRESENTATION TOTAL POINTS (100)	
WRITTEN ENTRY (100)	
PRESENTATION (100)	
SUBTOTAL (200)	
LESS PENALTY POINTS	
TOTAL SCORE	