DECA

INTERNATIONAL BUSINESS PLAN

International Business Plan **IBP**
Sponsored by Belmont University, Jack C. Massey College of Business

BELMONT UNIVERSITY

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

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 must respond to questions.
- The body of the written entry must be limited to **20 numbered pages**, including the appendix (if an appendix is attached), but excluding the 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 to assume the role of entrepreneurs tasked to prepare a proposal for a new business venture in an international setting. The judge will assume the role of a business executive 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:

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 & BUSINESS OPPORTUNITY
What problem(s) or unmet need(s) does the business seek to solve, and why do they matter? What are the root causes, scope, urgency, and market relevance of this opportunity?

IV. CUSTOMER SEGMENTS & CHANNELS
Who are the target customers, and what are their key needs, behaviors, and challenges? Through what channels will the business reach, acquire, and serve these customers, and why are these channels effective?

V. UNIQUE VALUE PROPOSITION & COMPETITIVE ADVANTAGE
What is the single, clear, and differentiated value proposition? Why is this business innovative, and what makes it difficult for competitors to easily copy or replace?

VI. SOLUTION
What are the key features of the business, and how do they directly address the identified problem(s)? How does the solution demonstrate that the business is realistic and can succeed in the market?

1-3 PARTICIPANTS

20 PAGES
ALLOWED

PRESENT PLAN

15 MINUTES
INTERVIEW TIME

VII. REVENUE & KEY METRICS

How will the business generate revenue, and what will it cost to run? Include general pricing (such as price ranges or examples), main expenses, and key metrics that will be used to track performance and profitability over time.

Cost Structure: What are the customer acquisition costs, distribution costs, human resources costs and other additional costs?

VIII. 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

IX. CONCLUSION & FINANCING REQUEST

What are the key takeaways regarding the feasibility and potential impact of the business venture? What financial support is being requested, and how is that request justified based on data, assumptions, or informed judgment?

X. BIBLIOGRAPHY

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

XI. 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.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 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 to assume the role of entrepreneurs who have been tasked to prepare a proposal for a new business venture in an international setting. The judge is to assume the role of a business executive, evaluating as if actually approving (or disapproving) the proposal.
- The participants will present the plan 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 role of entrepreneurs who have been tasked to prepare a proposal for a new business venture in an international setting. You are to assume the role of a business executive, 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 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 100 points.

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WRITTEN ENTRY EVALUATION FORM

EXECUTIVE SUMMARY	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
1. Summarizes the business concept and model, highlighting key elements of the plan and the value it creates.	0-1-2-3	4-5-6	7-8-9	10	

INTERNATIONAL BUSINESS SITUATION ANALYSIS	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
2. Analyzes the economic, governmental, legal, cultural, and market conditions of the selected country, showing how these factors impact the business.	0-1	2-3	4	5	

PROBLEM & BUSINESS OPPORTUNITY	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
3. Explains the problem(s) being addressed, showing why they matter in the international market.	0-1-2-3	4-5-6	7-8-9	10	

CUSTOMER SEGMENTS & CHANNELS	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
4. Explains the target customers and how the business will reach and serve them, showing alignment between customer needs and delivery approach.	0-1-2-3	4-5-6	7-8-9	10	

UNIQUE VALUE PROPOSITION & COMPETITIVE ADVANTAGE	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
5. Articulates a clear value proposition and explains what makes the product or service different and difficult to replicate, creating a lasting advantage in the market.	0-1-2-3	4-5-6	7-8-9	10	

SOLUTION	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
6. Demonstrates how the solution and its key features address the problem, showing that the idea is realistic and feasible in the international context.	0-1-2-3	4-5-6	7-8-9	10	

REVENUE MODEL & KEY METRICS	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
7. Analyzes how the business generates revenue and identifies key metrics to track performance, showing a realistic path to sustainability.	0-1-2-3	4-5-6	7-8-9	10	

COST STRUCTURE	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
8. Explains the main costs of operating the business, showing how they relate to delivering the product or service in the selected market.	0-1-2-3	4-5-6	7-8-9	10	

DETAILED FINANCIALS	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
9. Analyzes financial projections and outlines a plan to meet capital needs, showing how the business can operate and grow.	0-1-2-3	4-5-6	7-8-9	10	

CONCLUSION & FINANCING REQUEST	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
10. Synthesizes the business plan by explaining why the venture is a viable opportunity and presents a clear and justified request for financing.	0-1-2-3	4-5-6	7-8-9	10	

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	

WRITTEN ENTRY TOTAL POINTS (100)	

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PRESENTATION EVALUATION FORM

PRESENTATION CONTENT	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
1. Business Concept & Value Explains the business concept and value proposition, showing what the business is and why it matters in the selected market.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
2. International Market Analysis Analyzes the economic, cultural, legal, and market conditions, showing how they impact the business and its success.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
3. Customer & Competitive Positioning Explains the target customers and analyzes how the business is positioned in comparison to competitors within the international market.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
4. Solution & Execution Demonstrates how the solution will operate and be delivered, showing that the plan is realistic and feasible in the selected market.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
5. Financial Viability & Investment Case Explains how the business will make money and presents a clear and justified case for investment.	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	