



# Marketing Plan

## Purpose

*The marketing plan career development 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 agribusiness, either an existing or start-up enterprise, to support the outreach mission of FFA.*

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

Through participation in the national event, participants will

- Demonstrate an understanding of the marketing plan process.
- Explore and prepare for possible careers in agrimarketing.
- Develop partnerships and improve relations between industry, their local FFA chapters and the general public.

## Event Rules

A team representing a chapter 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.

FFA Official Dress is required for this event.

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.

- The judges' written evaluations will be distributed at the awards ceremony.
- Teams will receive their rank for the written plans.
- A timekeeper will be provided.

# Event Format

## EQUIPMENT

Equipment provided at the event site:

- Two tripod easels.
- One LCD projector with appropriate cables.
- One screen.
- One AV cart including power strip and extension cord.
- One table.

Students should not assume there will be internet connectivity at the event site. If teams plan to use internet resources, it is recommended that they be embedded into the media presentations. It is the responsibility of the team to provide any additional equipment including computer adapters.

## WRITTEN PLAN (100 POINTS)

### *Instructions*

A marketing plan should be focused on the end consumer. This is not a business plan.

- Teams should select an actual local agribusiness, 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.
- Emphasis should be placed on the “value-added” concept using marketing techniques to increase the value of products or services.
- 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.
- The project outline should include the following aspects of the marketing process:

### **Brief description of product or service attributes: size, quality, etc. (5 points).**

#### **Market analysis (30 points).**

- Client's status in current market.
- Trends in the industry.
- Buyer profile and behavior.
- Competition's SWOT analysis.
- Product's/client's SWOT analysis.
- Primary research results (surveys, focus groups, interviews).

#### **Business proposition (20 points).**

- Develop a mission statement.
- Make key planning assumptions (cite sources of information).
- Have short and long-term goals — must be specific, measurable, attainable and have completion dates.
- Identify target market — specific market segments which achieve the goals.

#### **Strategies and action plan (25 points).**

- Product.
- Price.

- Place.
- Promotion.
- Position.

**Projected budget (10 points).**

- The budget should be future oriented and include the current year plus two additional years in advance.
- Cost of strategies.
- Pro forma income statement that details the realistic costs and returns of the marketing strategies.
- Calculate the financial return of the marketing plan.

**Evaluation (5 points).**

- Benchmarks to track progress toward goals.
- Identify tools to measure established benchmarks.
- Recommendations for alternative strategies, if benchmarks are not reached.

**Technical and business writing skills (5 points).**

*Procedures*

A copy of the written plan, in PDF format (no larger than 20 megabytes) must be uploaded by the posted deadline..

- A penalty of 10 percent will be assessed for documents received after the Sept. 1 upload deadline.
- If the written plan is not received seven days after the upload deadline, the team may be subject to a 25 point deduction. States qualifying after the Sept. 1 deadline will have 10 days from state qualifying event date to submit their written plan.
- State name and chapter number **MUST** be on the written plan title page. If not included, a penalty will be assessed to the written plan.
- In addition, no chapter certification changes will be accepted after Sept. 1 for the marketing plan CDE.

The document should not exceed eight single-sided, 8.5 x 11-inch pages and must be 10 point or larger type size. Different formats and page sizes can be used as long as the document does not exceed the equivalent of eight single-sided, 8.5 x 11-inch pages. A five-point deduction will be applied to all marketing plans that do not follow these guidelines.

Title page — one page

- Project title
- State name
- Chapter name
- Chapter number
- Year

Text and appendices — seven pages

- Marketing plan
- Surveys
- Graphs
- Maps
- Promotional pieces

Written expression is important. Attention should be given to language, general appearance, structure and format.

### **LIVE PRESENTATION (200 POINTS)**

The team assumes the role of a marketing consultant. The judges assume the role of the selected client.

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.

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.

The live presentation should not exceed 15 minutes. Five points will be deducted from the final score for each minute, or major fraction thereof, over 15 minutes for the presentation. The timekeeper shall be responsible for keeping an accurate record of time.

Each member of the team should participate in the question-and-answer session.

- The preliminary presentation will be followed by ten minutes, maximum, of both clarifying and general marketing questions. General marketing questions will come from the general marketing questions located in the resources section of the handbook.

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. Visual aids (i.e., flyers, promotional materials, webpages, advertisements, mailers, etc.) should support the marketing effort and not the product itself. If props do not enhance the presentation, they should not be used.

Before the presentation, teams are allowed to hand judges one single-sided, 8.5 x 11-inch page with changes/corrections to the written plan. No other handouts or samples are allowed.

## Scoring

Activity	Team Points
Written Plan	100
Live Presentation	200
<b>Total possible score</b>	300

Teams will be ranked in numerical order based on the final score to be determined by each judge without consultation.

The judges' rankings of each team shall then be added, and the winner will be the 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 rank of the teams' written plan scores will be used. If a tie still exists, the team with the lowest rank from the response to questions will be declared the winner.

## Resources

This list of references is not intended to be all-inclusive. Other sources may be utilized, and teachers are encouraged to make use of the very best instructional materials available. The following list contains references that may prove helpful during event preparation.

- Agricultural Marketing Resource Center, <http://www.agmrc.org/>
- Finals Hall presentations and resources on FFA.org, [FFA.org/participate/cdes/marketing-plan](https://www.ffa.org/participate/cdes/marketing-plan)

# Written Marketing Plan Rubric

**100 POINTS**

Chapter	State			Team Number		
Indicator	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Points
Description of product/client status	The plan contains details of the products/services from the customer's point of view and identifies key competitors and how the product/service is positioned to compete.	The plan describes the products/services; however, detail on the features, benefits and competitors is lacking.	Little to no information is provided on the product/service, its features and benefits or its competitors.		x 1	
<b>Market Analysis</b>						
Client's status in current market	Information is thoroughly and clearly reported, including such things as the type of product/service, current marketing efforts, current knowledge about customers and competitors, etc.	Information is, for the most part, thoroughly and clearly reported, but some information that may be critical to the marketing plan is missing.	Information is provided, but there is a great deal of potentially important information missing.		x 1	
Industry trends	Describes how major trends and information helped identify immediate opportunity	Describes major trends that could impact this industry in the near future	Gives a brief history of the industry but does not demonstrate understanding of trends		x 1	
Buyer profile and behavior	Describes in-depth the buyer in the customer profiles buying roles, buying behavior and buyer decision-making process	Briefly describes the buyer in the customer profiles buying roles, buying behavior and buyer decision-making process	The buyer profile section is incomplete.		x 1	
Competition's SWOT analysis	A thorough SWOT analysis is provided, and the reasoning for each item in the SWOT is provided and logical.	SWOT analysis is provided, but there are some missing points. The reasoning for each item is not always thoroughly provided and/or logical.	SWOT analysis is provided, but there are missing points, and there is no reasoning provided for the items.		x 1	
Product's/client's SWOT analysis	A thorough SWOT analysis is provided, and the reasoning for each item in the SWOT is provided and logical.	SWOT analysis is provided, but there are some missing points. The reasoning for each item is not always thoroughly provided and/or logical.	SWOT analysis is provided, but there are missing points, and there is no reasoning provided for the items.		x 1	
Primary Research results (survey, focus groups, interviews)	Excellent plan for collection of data justified with many facts from current business environment	Adequate data collection plan justified with a few facts from business environment	Data collection plan is unorganized and not supported by business environment		x 1	

Indicator	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Points
<b>Business Proposal</b>						
Useful mission statement that is relevant to the business	Mission statement is not totally relevant to the business.	Irrelevant, not matching business use		x 1		
Identifies and validates key assumptions in the strategy	Identifies and validates most of the key assumptions in the strategy	Does not surface the key assumptions or validation for the strategy		x 1		
Short- and long-term business goals are attainable and time-bound.	Short- and long-term business goals may not be attainable or are not time-bound.	Goals are missing or are irrelevant to the business.		x 1		
Clearly identified by demographics and product/service meets needs/wants of target group	Somewhat identified by demographics and product/service may meet needs/wants of target group	Not identified by demographics and product/service does not meet needs/wants of target group		x 1		
<b>Strategies and Action Plan</b>						
Clearly evident what product/service is being provided	Somewhat evident what product/service is being provided	Unclear what product/service is being provided		x 1		
Includes the pricing structure and explains why/how these prices were determined	Includes the pricing structure but does not explain how the prices were determined	Does not provide complete pricing structure; some products or services are missing; No rationale for the pricing strategy is given.		x 1		
Location is very convenient for target market	Location is accessible for target market	Location is not very convenient for target market		x 1		
Promotional material makes target market clearly aware of what the product/service is, what it does and where it is available	Promotional material makes target market somewhat aware of what the product/service is, what it does and where it is available	Promotional material does not make target market aware of what the product/service is, what it does and where it is available		x 1		
Unique selling position (USP) in the market clearly determined	Unique selling position (USP) in the market is somewhat determined	Unique selling position (USP) in the market is not determined		x 1		
<b>Budget (income statement, costs, returns, accuracy)</b>						
Income statement is complete and demonstrates a reasonable return on investment (ROI); all calculations are accurate and accurately categorized.	Income statement is complete and demonstrates a questionable return on investment (ROI); most calculations are accurate and accurately categorized.	Income statement is not complete and demonstrates an unreasonable return on investment (ROI); most calculations are inaccurate and inaccurately categorized.		x 2		

Indicator	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Points
<b>Evaluation</b>						
	Evaluates data or criteria in a way that reflects an in-depth understanding of the product/service	Evaluates data or criteria in a way that reflects some basic understanding of the product/service	Has difficulty evaluating important data or criteria, which demonstrates a lack of understanding of the product/service		x1	
<b>Technical Business Writing</b>						
	The plan contains no more than five spelling or grammatical errors. If any sources have been referenced, proper citations have been used. The plan is formatted according to the handbook.	The plan contains more than five spelling or grammatical errors. Citations, if needed, have been cited correctly. The plan is formatted according to the handbook.	The plan has many spelling or grammatical errors. No citations have been provided. The plan has not been formatted appropriately.		x1	
Deduction: Written plan received after deadline. Deduct 10 percent of possible plan score or 10 points.						
Deduction: Five points deducted for incorrect written plan format.						
<b>WRITTEN MARKETING PLAN TOTAL POINTS</b>						

Judge's Name

Judge's Signature

Date

# Marketing Plan Presentation Rubric

**200 POINTS**

Chapter

State

Team Number

Indicator	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Score
<b>Marketing Process (Understanding and clear presentation of the six parts of the marketing plan)</b>						
Brief description/Client status	Clear and engaging description of a want or unmet need in the market using data to support claims is presented	Somewhat clear description of a want or unmet need in the market is presented	Unclear description of a want or unmet need in the market is presented		x 1	
Marketing analysis • Status in market • Industry trends • Buyer profile • SWOT analysis	Clear and compelling narrative that seamlessly integrates all important market research concepts from the written plan into the presentation	Clear narrative that integrates some market research concepts from the written plan into the presentation	No clear narrative or demonstration of market research concepts from the written plan in the presentation		x 2	
Primary research	Market is clearly explained using primary market research tools to persuasively support that the business in the presentation.	Market is somewhat explained and demonstrates the use of some primary market research tools to support the business in the presentation	Market is not explained and does not demonstrate the use of primary market research tools in the presentation		x 7	
Business proposal • Mission statement • Key planning assumptions • Goals • Target market	Clear and compelling narrative that seamlessly integrates all important business concepts from the written plan into the presentation	Clear narrative that integrates some business concepts from the written plan into the presentation	No clear narrative that demonstrates business concepts from the written plan in the presentation		x 3	
Strategies/action plan • Product • Price • Place • Promotion • Position	Strategies/action plans from the written plan are pervasively included in the presentation	Some of the strategies/action plans from the written plan are included in the presentation	No clear presentation of strategies/action plans are included in the presentation		x 6	
Budget • ROI • Cost of strategies	Clear and compelling narrative that seamlessly integrates all important financial concepts from the written plan into the presentation	Clear narrative that integrates some financial concepts from the written plan into the presentation	No clear narrative or demonstration of financial concepts from the written plan in the presentation		x 5	
Evaluation • Benchmarks • Measuring tools • Alternative strategies	Clear and compelling narrative that seamlessly integrates all the important evaluation information from the written plan in the presentation	A narrative that integrates some evaluation information from the written plan is included in the presentation.	No clear demonstration of evaluation information from the written plan is included in the presentation.		x 2	

Indicator	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Score
<b>Communication</b>	Speaks with confidence, presence, poise and eye contact; excellent use of grammar enhances the entire presentation;  All members participated equally.	Some problems with pauses, pacing and/or eye contact and language, includes grammar that is average; Two members took an active role in the presentation.	Reads from notes, rarely looks at audience; has problems with pronunciation and/or very low level of grammar is used;  All members did not participate equally.		x 4	
<b>Question and Answers</b>	Knowledge is evident and provides a clear, concise well-thought out answer to the questions	Provides answers that are somewhat unclear and at times does not answer questions.	Seems caught off guard by questions and either does not answer the question or provides a rambling answer		x 10	
<b>Presentation Total Points</b>						
Deduction: Five points for each minute, or major fraction thereof, presentation went over 15 minutes.						
<b>Written Plan Total Points</b>						
<i>Sub-total (Written and Presentation)</i>						
<b>NET TOTAL POINTS</b>						
<b>TEAM RANKING</b>						

## General Marketing Questions

- Difference between product feature and product benefit
- What is USP?
- What is a SWOT Analysis?
- What are the components of a "product life-cycle"
- Name the 5 P's of marketing?
- What is place in marketing?
- Difference between focus group and survey
- Give 3 Examples of marketing expenses.
- What is a Target Market?
- What is secondary research?
- What is positioning in the marketing process?
- What does ROI mean?
- In SWOT, what are threats? Name two Threats are outside factors that could negatively affect the product or service.
- What is an example of a supply chain?
- How many steps are there in your client's supply chain?
- How is retail price determined?
- What is a benchmark?
- What characteristics should be in a customer profile?
- What is mobile media?
- What is the difference between media reach and media frequency?
- What is primary research?
- Give 2 examples of compensation for a sales team.
- What is depreciation, and does it affect your client's product?
- What three factors appear in the income statement?
- What is a SMART goal?
- What does market share mean?
- What is COOP advertising?
- What is the difference between advertising and public relations?
- What is PR?
- What is point of sale advertising?
- Is having the lowest price essential? Why or why not?
- What is pricing structure?
- 5 W's of Public Relations?
- Give three examples of electronic media?
- What is an advertising premium?
- What is a pro forma income statement?
- What are some basic advertising metrics?
- What is the Starch Test?
- What is a Readership Survey?
- What is Message Testing?
- What is a Focus Group?
- Explain price elasticity
- What is a mission statement?
- How does price inelasticity impact product sales?
- What does an advertising agency do?
- Name two career opportunities in the marketing industry
- What is the best method of promotion that draws potential customers to a sale?
- Two examples of a measurable goal for a marketing plan
- How can industry trends and information be used to identify immediate marketing opportunities?