



NAPA VALLEY COLLEGE  
BUSINESS PLAN COMPETITION

Business Plan Rubric

Name: \_\_\_\_\_ Total Points: \_\_\_\_\_

Business Name: \_\_\_\_\_

Reviewed By: \_\_\_\_\_

- |   |   |   |   |   |  |
|---|---|---|---|---|--|
| 1 | 2 | 3 | 4 | 5 | The plan begins with an introduction that shows the logic behind the business selected to start, as well as a strong organizational structure needed to run the business |
| 1 | 2 | 3 | 4 | 5 | The plan is supported by research of the customer, competition, and the business to be started   |
| 1 | 2 | 3 | 4 | 5 | The plan identifies logical target markets that show a strong understanding of the need for focus in a business plan   |
| 1 | 2 | 3 | 4 | 5 | The product, price, promotion, and distribution sections of the plan strongly support the target markets selected  |
| 1 | 2 | 3 | 4 | 5 | The plan addresses the operations, customer service, management, and human resources elements of the business  |

