| **Criteria** | Max.Points | Grade |
| --- | --- | --- |
| **Cover sheet** with business name, date and group ID and member’s names. | 0.5 |  |
| **Table of content** with correct numbering and titling | 0.5 |  |
| **Group members and their contribution** in a schedule stating each member contribution. | 0.5 |  |
| **Executive Summary** is clear, brief, effective and if appropriate for the audience it is also enthusiastic and exciting conclusion for what is included in the plan. | 1 |  |
| **Company Description** presents the business idea thoroughly, accurately, including the Mission, vision, objectives, legal and overall strategy, and objectives for the new service. | 1 |  |
| **Industry and Competitive Analysis** is described adequately includingthe industry size, growth rate, structure and trend. Use of PESTEL, Porters five forcers and SWOT. | 3 |  |
| **Market and Competitors Analysis** is described adequately including the unique opportunity that is being presented, market trends, existing competition, and target population for the new service (including evidence of a large enough market to support the new service). | 3 |  |
| **Marketing Plan** details of the Marketing Mix strategy including the costs and appropriate expectations of the outcomes of the marketing plan. A time frame for when the marketing strategy will be initiated is included in the overall time frame of the business plan. | 2 |  |
| **Operation Plan** outlines how your business will be run and how the product or services is produced, using value chain analysis or any other form of analysis. Outline the location, facilities and equipment. Outline the capacity planning and how it will cover demand. Demonstrate the capacity production in form of days, months and yearly for the first year. Then monthly for the next years. | 2 |  |
| **Management Team and Company Structure** details the roles and responsibilities of key individuals in the initiation and management of the proposed new service. (list credible sources for accounting, marketing, legal, and other areas that for which experts outside of the foodservice department will assist as needed with implementation of the new service. | 2 |  |
| **Financial Plan** includes a realistic analysis of the financial impact at startup and projections for the next 3 years that shows the following: Source and uses of funds statement needed to begin operations and to continue to operate until the break‐even point. An assumption sheet, pro forma financial statements (balance sheet, income statement and cash budget), ratio analysis and the break‐even point analysis. All expenses are accurately reported including costs of marketing, equipment, inventory, staff, utilities, construction costs, insurance, training of staff, etc.).  | 3 |  |
| **Overall schedule** the whole plan using Guntt chart or any form of planning tool. | 1 |  |
| **Appendix** include designs, industry and market analysis and detailed spreadsheets | 1 |  |
| **Adequate background research** was conducted to write the business plan (magazine cut, surveys ...etc.) | 1 |  |
| **The business plan is organized logically and flows well**. The reader is able to easily understand the business plan and the case for the new service is presented well. Each part is connected to the following and proceeding. | 0.5 |  |
| **Total Score** | **22** |  |