Below are guidelines to help students manage and complete the objectives throughout the GBSC.

**ITEM**

**Logistics**
- Viability of idea
- Realistic
- Comprehensive plan
- Organized plan

**Executive Summary**
- 1-2 pages
- Introduction/Business Objectives [purpose, when founded, growth opportunities]
- Products and Services [specific – what selling but only include the “big” items]
- Business Structure [owners and how many employees]
- Market Summary Overview [target market, why is there a need, competitive position – who are your competitors and how will you distinguish yourself]
- Total start-up costs and plan for funding the costs
- Projected income and anticipation for growth

**Business Overview**
- Business type [business name, ownership form/structure, location and why you chose the location, type of company and year established]
- List of registrations, licenses, permits including costs
- Types of products/services offered [highlight the “big” items as your complete list along with prices will be included in your appendices, anything unique that sets you apart]
- Trends and barriers to success and how you respond [know what might prevent you from opening or staying open – list out ALL items you foresee and how you will try to solve them]
- Customer profile – this is your ideal customer – include demographics, locations and psycho-graphics
ITEM

• Human resource plan – how will you divide up the work (the following will be included in the appendices – organizational chart – employee training, evaluation and promotion policy, sexual harassment policy)

• Operations plan – hours of operation, record keeping system, inventory storage and reordering process (the following will be in your appendices inventory suppliers and how you select them, customer service policies [returns, complaints], payment policies)

Marketing Research

• Sources – primary and secondary [primary include focus groups, surveys, field tests, etc.; secondary include information gleaned from studies – government agencies, trade associations] – what did you learn about the industry and viability of your product

• Target market analysis – description of your primary and secondary target markets – where they currently buy from

• Competitive analysis – industry overview, primary and secondary competitors [price comparison, customer opinion, strengths and weaknesses], what will you do to beat the competition

• Expected market share [percentage] – your share of the market in comparison to competitors and how you came to this conclusion

• SWOT analysis [strengths, weaknesses, opportunities, threats] – strengths – skills you have, resources available [time, money, people], unique knowledge or experience; weaknesses – skill or knowledge you need to improve, resources you are lacking, potential customers might see as a weakness; opportunities – does this business fulfill unmet need or want, any trends/changes in the community could use as an advantage, how will you do better than other companies, location give you any advantages; threats – obstacles that may stand in your way, current trends that could harm the business, how fierce is the competition, have a short window of opportunity
Creative
- Logo
- Advertisement
- Web
- Any applicable supporting materials

Financial Plan
- Start-up costs (Excel)
- Sources of required funds (Excel)
- Monthly cash flow (Excel)
- Monthly income statement (Excel)
- Ratios

Cover Page
- Logo
- Business Name
- Participant Names

Table of Contents
- List of sections
- List of subsections
- Page number

Mechanics
- Spelling
- Grammar
- 10-15 double spaced pages
- Times New Roman
ITEM

Appendices (optional)
- Mission statement, vision statement and how to achieve
- Growth plan – first-month goals (3); six month goals (3); first year goals (3); long-term goals (3-5 years) (3); challenges of growth
- Partnership agreement
- Employee training, promotion, evaluation policy and sexual harassment policy
- Organizational chart, inventory suppliers and how to select
- Customer service policies, payment policies and menus/price list
- Goods and services offered and promotional items
- Economics of one-unit of sale and obtaining financing

PowerPoint and Presentation & Trade Show Booth
- Highlighted main points
- No more than 15 minutes
- Business attire
- Memorized
- Flows well
- Composure while answering questions
- All participate equally in the process
- Appropriate pace
- Appropriate use of PowerPoint (not distracting)
- Error free

Assembly (in this order)
- Title Page
- Table of Contents
- Executive Summary
- Business Overview
- Marketing Research
- Marketing Plan
- Financial Plan
- Appendices