

MARKETING PLAN

In the Marketing Plan Career Development Event (CDE) participants develop practical marketing skills while creating and presenting a marketing plan for a local agribusiness.

In this competitive CDE, teams of three students research and present a marketing plan for an agricultural product, supply or service in front of a panel of judges. The plan should provide a reasonable and logical solution to a marketing problem.

Although only three individuals are on a team, any number of students may assist with the primary and secondary research. This CDE allows students to explore and prepare for possible careers in agrimarketing and develop partnerships within agriculture, their local FFA chapters and with the community.

DESCRIPTION

A chartered chapter may enter one team in the Marketing Plan CDE.

Local chapters may involve the entire chapter, a specific agriculture class or a three-person team. The intent is to have a three-person team present the results of primary research involving the local community in providing a reasoned and logical solution to a marketing problem. Understanding of the marketing process is manifested in the marketing plan, which is presented in a five-to eight-page document and a live presentation before qualified judges. Though only three individuals are on a team, any number of students may assist with the primary and secondary research.

PROJECT OUTLINE/RESEARCH RESULTS (25 POINTS)

- A. Select a local community agricultural business and decide on the product, supply or service for the marketing plan. Topic cannot be re-used by the chapter.
- B. Emphasis should be placed on the "value added" concept using marketing techniques to increase the value of existing products, supplies or services.
- C. The project outline should include the following aspects of the marketing process.
 1. Analysis of market-- "Where are we now?" "Why were we hired?"
 - a. Buyer profile and behavior
 - b. Competition's strengths and weaknesses
 - c. Your product's/firm's strengths and weaknesses
 - d. Sales trends and forecasts
 2. Business proposition-- "Where are we going?"
 - a. Key planning assumptions (cite sources of information)
 - b. Target market
 - c. Measurable and attainable objectives
 - d. Strategy statement
 3. Action plan-- "How and when do we get there?"
 - a. Product positioning
 - b. Price
 - c. Place
 - d. Promotion
 4. Evaluation-- "Did we do it?"
 - a. Achievements
 - b. Recommendations for future action
 5. Projected budget-- "How much did we sell?" "How much did it cost?" And "What do we have left?"
 - a. Sales revenue
 - b. Cost of goods sold
 - c. Marketing plan costs
 - d. Earnings

WRITTEN PLAN PROCEDURES

1. Marketing Plan project outline must be sent to the FFA State Office two weeks prior to the Friday of State Convention by 5:00 pm for manuscript scoring. Those missing the deadline will be penalized according to the rules of the CDE. All paperwork received more than 1 hour late will receive a 0. All Paperwork for the CDE's listed above will only be scored once and that score will follow the participant throughout the state CDE.
2. Five copies of the project outline must be submitted to the convention headquarters no later than 2pm on Thursday of convention. All paperwork received more than 1 hour late will receive a 0.
3. The project outline will not exceed eight pages in length (excluding the survey(s) and title page).
4. The project outline must be double-spaced typed or word processor copies on 8 1/2" x 11" white paper with cover page that gives the project title, team name, chapter and date. The format should use one-inch margins and twelve point font. Do not bind. Place a single staple in the upper left corner. Manuscripts not meeting these guidelines will be penalized.
5. Written expression is important. Attention should be given to language, general appearance, structure and format.
6. Seating of the teams in the preliminary round will be done by the use of the teams written plan score. The number of teams in each flight will be determined prior seating. Teams canceling out of the event may require an adjustment of the number of teams in a flight; and under the direction of the Career Development Event Coordinator. Team order of presentation will be drawn 30 minutes prior to the posted start time at the coach's orientation

WRITTEN PLAN (30 POINTS)

The maximum score on the written plan is 30 points. Five areas are considered in scoring the written plan, as follows:

WRITTEN PLAN SCORECARD	
	Possible Points
"Value Added"	2
Concept used	
Market Analysis	8
Business Proposal	4
Action Plan	8
Evaluation	4
Budget	4
TOTAL POINTS	30

PRESENTATION (70 POINTS)

- A. A Chapter will have 5 minutes of set up and 5 minutes of tear down. A live presentation not exceeding 15 minutes duration should be planned and given. A warning will be given after 12 minutes. The presentation will be followed by up to five minutes of "clarifying" questions, with at least one question for each member of the team. Five points will be deducted from the final score for each minute, or fraction thereof, over 15 minutes for the presentation.
- B. The focus of the presentation should be to the top management of an agribusiness or farm. The team should assume the role of marketing consultants, as found in industry. The team will inform the judges of their role in the team's presentation.
- C. Visual aids shall not be limited.

- D. Scoring will be based on how effectively visual aids are used, not how elaborate they are.
- E. All equipment will be provided by the competing chapter.
- F. The evaluation criteria will consist of the five parts of the marketing plan (marketing analysis, business proposition, action plan, evaluation and budget), use of primary research and the effectiveness of the presentation.
- G. The question-and-answer session will be used to ask questions clarifying points in the presentation and to determine student involvement in the preparation of CDE materials. At least one question will be directed to each member of the team.

SCORING THE PRESENTATION

The maximum score on the presentation is 70 points

PRESENTATION SCORECARD	
	Possible Points
Marketing Process (Understanding and clear presentation of the five parts of the marketing plan.)	28
Primary Research (Involvement in solving a local community-oriented agribusiness marketing problem.)	18
Effectiveness of the Presentation (Organization, professionalism, effectiveness of visuals and adherence to guidelines.)	12
Questions and Answers	<u>12</u>
TOTAL POINTS	70

TIME ALLOWANCE

The maximum time allowed for the presentation is 15 minutes. The timekeeper shall be responsible for keeping an accurate record of time. Five points are to be deducted from the final score for each minute, or major fraction (>30 sec.) thereof, that a presentation runs over 15 minutes.

EVENT RULES AND FORMAT

- A. Judges
 - 1. Judges will be selected to represent a mix of industry, education and communication, if possible. They should have some understanding of the marketing planning process.
 - 2. The judges will give a written evaluation after the finals and scoring are completed.
 - 3. A timekeeper should be designated among the three judges.
- B. Room Arrangement
 - 1. Only the designated resources are to be provided, and no other resources will be used.
 - 2. Official FFA dress is required.

RESULT TABULATION

- 1. Individual judges will score manuscripts/portfolio with a raw score. If there are multiple judges, raw scores will be averaged and the raw score will be used to formulate seeding for preliminary rounds, and will be carried throughout the finals as well.
- 2. Presentation judges will judge each presentation/forum independently to formulate a raw score.
- 3. At the conclusion of the final presentation/forum, the contest coordinator will provide raw scores of manuscript/portfolio.
- 4. Judges will combine their score, with portfolio score to create their own total score, and personal ranking.
- 5. With the CDE coordinator create an overall rank, based on the combination of judges rankings. Low score wins.

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.

Oregon FFA Marketing Plan Scorecard

Marketing Plan

	Possible Points	Team	Team	Team	Team	Team	Team
“Value added” Concept Used	2						
Market Analysis	8						
Business Proposal	4						
Action Plan	8						
Evaluation	4						
Budget	4						
TOTAL	30						

Presentation

	Possible Points	Team	Team	Team	Team	Team	Team
Marketing Process	28						
Primary Research	18						
Effectiveness of the Presentation	12						
Questions & Answers	12						
TOTAL	70						

NOTES:

- Marketing Process – Clear understanding and presentation of the five parts of the marketing plan.
- Primary Research – Involvement in solving a local community-oriented agribusiness marketing program.
- Effectiveness of the Presentation – Organization, professionalism, effectiveness of visual aids and adherence to guidelines.
- Questions & Answers – Responses to questions posed by judges. Most, if not all, team members should participate.

TEAM TOTALS	100						
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