



Idaho Marketing Plan Handbook

Purpose

The marketing plan 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

- To encourage students to demonstrate an understanding of the marketing plan process.
- To provide an activity to focus student and community attention on the agri-marketing curriculum.
- To encourage students to explore and prepare for possible careers in agri-marketing.
- To help develop partnerships and improve relations between industry, local FFA chapters and the general public.

Event Rules

- Team Make-up- A team 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.
- It is expected that participants wear FFA Official Dress 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.
- Written feedback from judges will be available following the event.
- Timekeeper will be provided.
- Participants in need of special accommodations (disability or other health issues) must submit the Idaho State FFA Career Development Events Request for Special Accommodation Application found at the end of the General Rules and Regulations at least one month prior to the event.

Event Format

EQUIPMENT

Equipment provided at the event site:

- Two tripod easels
- One LCD projector with standard VGA cable
- One screen
- One AV cart including power strip and extension cord
- One table
- Three chairs

It is the responsibility of the team to provide any additional equipment.

WRITTEN MARKETING PLAN - 100 POINTS

Instructions

- 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. Further, the same business should not be using in consecutive years; different businesses and plans should be developed annually by the chapter's team.

- 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 – 5 points
 - Trends in the industry – 5 points
 - Buyer profile and behavior – 5 points
 - Competition's SWOT analysis – 5 points
 - Product's/client's SWOT analysis 5 points
 - Primary research results (surveys, focus groups, interviews) – 5 points
 - **Business Proposal – 10 points**
 - Mission statement – 2 points
 - Make key planning assumptions (cite sources of information) – 2 points
 - Have short and long-term goals - must be measurable, specific, attainable and have completion dates – 3 points
 - Identify target market – specific market segments which achieve the goals – 3 points
 - **Strategies and action plan - 25 points**
 - Product – 1 point
 - Price – 7 points
 - Place – 5 points
 - Promotion – 7 points
 - Position – 5 points
 - **Projected budget – 15 points**
 - What will strategies cost?
 - Pro forma income statement which details the realistic costs and returns of the marketing strategies
 - Calculate the financial return of the marketing plan
 - **Evaluation - 5 points**
 - Establish benchmarks to track progress toward goals
 - Identify specific tools to measure established benchmarks
 - Recommendations for alternative strategies, if benchmarks are not reached
 - **Technical and business writing skills - 10 points**
 - **Deductions of 10 % if submitted late – 10 points max**
 - **Deduction of 5% for incorrect format – 5 points max**

PROCEDURES

An electronic copy (PDF) of the plan must be received by the CDE Superintendent by the date specified in the registration packet (approximately one week before the event).

- Copies of the written plan can be sent either hard copy or by email using PDF file format.

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- A penalty of 10 percent will be assessed for documents received after the due date deadline.
- The name of the High School and FFA Chapter name MUST be on the written plan title page. If not included, a penalty will be assessed to the written plan.
- The document should not exceed eight (8) single-sided, 8.5"x11" pages. Use 12 point Times Roman font. 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" pages. A five (5) point deduction will be applied to all marketing plans that do not follow these guidelines.
- Title page - 1 page
 - Project title
 - High School name
 - Chapter name
 - Year
- Text and appendices – 7 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 fifteen minutes. Five points will be deducted from the final score for each minute or major fraction thereof, over fifteen 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. Five minutes will be allowed for clarifying questions after the presentation.
- 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.
- Before the presentation, teams are allowed to hand judges one single-sided, 8.5"x11" page with changes/corrections to the written plan. No other handouts or samples are allowed.

Scoring

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

The judges' ranking of each team then shall 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 event superintendent will rank the teams' written plan scores. The team with the lowest rank from the response to questions will be declared the winner. If a tie still exists, then the team's raw scores will be totaled. The team with the greatest total of raw points will be declared the winner.

Resources

- Agricultural Marketing Resource Center: <http://www.agmrc.org/>

**Idaho FFA
Marketing Plan CDE**

Written Marketing Plan Score Sheet

Chapter: _____

Criteria	Possible Points	Points Earned
DESCRIPTION OF PRODUCT/ SERVICE AND CLIENT STATUS	5	
MARKET ANALYSIS	30	
Client's status in market	5	
Industry trends	5	
Buyer profile and behavior	5	
Competition's SWOT analysis	5	
Product's/Client's SWOT analysis	5	
Primary research results (surveys, focus groups, interviews)	5	
BUSINESS PROPOSAL	10	
Mission Statement	2	
Key planning assumptions	2	
Short and long-term goals	3	
Target market	3	
STRATEGIES AND ACTION PLAN	25	
Product	1	
Price	7	
Place	5	
Promotion	7	
Position	5	
BUDGET (income statement, costs, returns, accuracy)	15	
EVALUATION	5	
TECHNICAL & BUSINESS WRITING SKILLS	10	
Deductions – Written plan turned in late. Deduct 10% of possible written plan score (or 10 points)		
Deduction – Five (5) points deducted for incorrect written plan format.		
WRITTEN PLAN TOTAL POINTS	100	

COMMENTS:

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Presentation Score Sheet

Chapter: _____

Criteria	Possible Points	Points Earned
MARKETING PROCESS (understand and clear presentation of the six parts of the marketing plan)	130	
Brief description/client status	5	
Marketing analysis	10	
Primary research	35	
Business proposal	15	
Strategies/action plan	30	
Budget	25	
Evaluation	10	
COMMUNICATION <ul style="list-style-type: none"> • Examples explained, detailed • Speaking without notes, unrehearsed • Tone • All members participated • Eye contact • Mannerisms, gestures • Poised 	20	
QUESTIONS AND ANSWERS	50	
Presentation Total Points	200	
Written Plan Score	100	
Sub-Total (Written & Presentation)	300	
Deduction – Five (5) points deducted for each minute, or major fraction thereof, presentation went over fifteen (15) minutes.		
NET TOTAL POINTS		
TEAM RANKING		

COMMENTS: