

**MBA 622: Business Plan Grading Sheet/Marketing (Gilbert)**

**Group members:**

[Redacted names]

**Business:**

[Redacted business name]

**Executive Summary** - ? 2/5

**Environmental Analysis** 13/15

- Economic ✓
- Technological - ?
- Social-Cultural - ?
- Natural
- Political-Legal ✓
- Competitive ✓

Should be  
1st  
Missing  
info in  
Distribution

**Organizational Plan** 5/5

**Marketing Strategy** 13/15

- Target Market - ?
- Marketing Mix

**Sales Forecast** ? 6/10

- Market factor derivation
- Benchmark - existing  
figs

39  
2  

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78

Not  
done?  
current sales  
projected  
forward

Explains organizational/business structure	5	5	
Describes expertise, experience, and competencies of managers	5	5	
Includes good justifications for expenses with reasonable amounts	10	9	
Required statements are accurate and integrated	15	15	
Projections considered taxes, labor laws, etc.	10	10	
Includes discussion of risk with scenarios	10	—	No
Explains the results of the financial analysis and relates to the company	15	6	Very Little
Stated a financial plan, asked for an appropriate amount	10	8	Not much
Justified ability to get needed funds from specified sources	10	8	
Written report was presented in a professional manner	10	8	Needed a lot of editing, and better formatting for the financial statements
	100	14	