

# **Middle Tennessee FFA Association**

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## **Marketing Plan Handbook**

**2017-2021**

## Purpose

*The Middle Tennessee FFA Marketing Plan Career Development 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

Through participation in the regional event, participants will be able:

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

## Event Rules

A team representing a chapter will consist of three members from the same chapter. Only the three team members can take an active role in the presentation of materials and use of technology during the presentation.

FFA Official Dress is required for this event.

Every effort to secure three quality judges will be made. Judges should be selected to represent a mix of industry, education and communication and will have a sufficient understanding of the

marketing planning process.

- A timekeeper will be provided.

## Event Rules

### EQUIPMENT

Students should not assume there will be Internet connectivity at the event site. If teams plan to use Internet resources, it is recommended that they are embedded into the media presentations.

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

### WRITTEN PLAN (100 POINTS)

#### Instructions

A marketing plan should be focused on the end consumer. This is not a business plan.

- 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.
- 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
    - Trends in the industry
    - Buyer profile and behavior
    - Competition’s SWOT analysis
    - Product’s/client’s SWOT analysis
    - Primary research results (surveys, focus groups, interviews)
  - **Business proposition (20 points)**
    - Develop a mission statement

- Make key planning assumptions (cite sources of information)
- Have short and long-term goals - must be measurable, specific, attainable and have completion dates
- Identify target market – specific market segments which achieve the goals
- **Strategies and action plan (25 points)**
  - Product
  - Price
  - Place
  - Promotion
  - Position
- **Projected budget (10 points)**

The budget should be future oriented and include the current year plus two additional years in advance.

- Cost of strategies
- 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)**
  - Benchmarks to track progress toward goals
  - Identify tools to measure established benchmarks
  - Recommendations for alternative strategies, if benchmarks are not reached
- **Technical and business writing skills (5 points)**

### Procedures

A copy of the written plan, in PDF format (no larger than 20 megabytes) must be placed in the Middle Tennessee Dropbox, uploaded to designated Tennessee FFA State Staff by the date listed in the calendar.

- A penalty of 10 percent will be assessed for documents received after the email/upload deadline.
- Chapter Name and Number 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 single-sided, 8.5"x11" pages and must be ten point or larger type size. 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 point deduction will be applied to all marketing plans that do not follow these guidelines.

- Title page - one page

- Project title
- State name
- Chapter name
- Chapter number
- Year
- Text and appendices - seven 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.

- The presentation will be followed by up to ten minutes maximum of both clarifying and general marketing questions.

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. Visual aids, i.e., flyers, promotional

materials, webpage, advertisements, mailers, etc., should support the marketing effort and not the product itself. If props don't enhance the presentation, they should not be used.

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

This list of references is not intended to be all-inclusive. Other sources may be utilized, and teachers are encouraged to make use of the very best instructional materials available. The following list contains references that may prove helpful during event preparation.

- National FFA Core Catalog
  - National Career Development Event Questions and Answers: *FFA.org*
  - Power of Demonstration DVD: *http://shop.FFA.org*
- Agricultural Marketing Resource Center: *http://www.agmrc.org/*
- Final Hall Presentations

# Written Marketing Plan Rubric

100 points

CHAPTER	STATE			TEAM NUMBER		
INDICATOR	Very strong evidence of skill present 5–4 points	Moderate evidence of skill present 3–2 points	Strong evidence of skill not present 1–0 points	Points Earned	Weight	Total Points
<b>Description of product/client status</b>	The plan contains details of the products/services; from the customer's point of view, and identifies key competitors and how the product/service is positioned to compete.	The plan describes the products/services; however, detail on the features, benefits, and competitors is lacking.	Little to no information is provided on the product /service, its features and benefits, or its competitors.		x 1	
<b>Market Analysis</b>						
<b>Client's status in current market</b>	Information is thoroughly and clearly reported, including such things as the type of product/service, current marketing efforts, current knowledge about customers and competitors, etc.	Information is for the most part, thoroughly and clearly reported. But some information that may be critical to the marketing plan is missing.	Information is provided, but there is a great deal of potentially important information missing.		x 1	
<b>Industry trends</b>	Describes how major trends and information helped identify immediate opportunity.	Describes major trends that could impact this industry in the near future.	Gives a brief history of the industry, but does not demonstrate understanding of trends.		x 1	
<b>Buyer profile and behavior</b>	Describes in-depth the buyer in the customer profiles buying roles, buying behavior, and buyer decision making process.	Briefly describes the buyer in the customer profiles buying roles, buying behavior, and buyer decision making process.	The buyer profile section is incomplete.		x 1	
<b>Competition's SWOT analysis</b>	A thorough SWOT analysis is provided, and reasoning for each item in the SWOT is provided and logical.	SWOT analysis is provided, but there are some missing points and reasoning for each item is not always thoroughly provided and/or logical.	SWOT analysis is provided, but there are missing points and there is no reasoning provided for the items.		x 1	
<b>Product/client's SWOT analysis</b>	A thorough SWOT analysis is provided, and reasoning for each item in the SWOT is provided and logical.	SWOT analysis is provided, but there are some missing points and reasoning for each item is not always thoroughly provided and/or logical.	SWOT analysis is provided, but there are missing points and there is no reasoning provided for the items.		x 1	
<b>Primary Research results (survey, focus groups, interviews)</b>	Excellent plan for collection of data justified with many facts from current business environment.	Adequate data collection plan justified with a few facts from business environment.	Data collection plan is unorganized and not supported by business environment.		x 1	

INDICATOR	Very strong evidence of skill present 5–4 points	Moderate evidence of skill present 3–2 points	Strong evidence of skill not present 1–0 points	Points Earned	Weight	Total Points
<b>Business Proposal</b>						
<b>Mission statement</b>	Useful mission statement that is relevant to the business.	Mission statement is not totally relevant to the business.	Irrelevant use, not matching business use		x 1	
<b>Key planning assumption</b>	Identifies and validates key assumptions in the strategy.	Identifies and validates most of the key assumptions in the strategy.	Does not surface the key assumptions or validation for the strategy.		x 1	
<b>Short and long-term goals</b>	Short- and long-term business goals are attainable and time-bound.	Short- and long-term business goals may not be attainable or they're not time-bound.	Goals are missing or are irrelevant to the business.		x 1	
<b>Target market</b>	Clearly identified by demographics and product/service meets needs/wants of target group.	Somewhat identified by demographics and product/service may meet needs/wants of target group.	Not identified by demographics and product/service does not meet needs/wants of target group.		x 1	
<b>Strategies and Action Plan</b>						
<b>Product</b>	Clearly evident what product/service is being provided.	Somewhat evident what product/service is being provided.	Unclear what product/service is being provided.		x 1	
<b>Price</b>	Includes the pricing structure and explains why/how these prices were determined.	Includes the pricing structure but does not explain how the prices were determined.	Does not provide complete pricing structure; some products or services are missing. No rationale for the pricing strategy is given.		x 1	
<b>Place</b>	Location is very convenient for target market.	Location is accessible for target market.	Location is not very convenient for target market.		x 1	
<b>Promotion</b>	Promotional material makes target market clearly aware of what the product/service is, what it does and where it is available.	Promotional material makes target market somewhat aware of what the product/service is, what it does and where it is available.	Promotional materials does not make target market aware of what the product/service is, what it does and where it is available.		x 1	
<b>Position</b>	Unique selling position (USP) in the market clearly determined.	Unique selling position (USP) in the market is somewhat determined.	Unique selling position (USP) in the market is not determined.		x 1	
<b>Budget ( income statement, costs, returns, accuracy)</b>						
	Income statement is complete and demonstrates a reasonable return on investment (ROI); all calculations are accurate and accurately categorized.	Income statement is complete and demonstrates a questionable return on investment (ROI); most calculations are accurate and accurately categorized.	Income statement is not complete and demonstrates an unreasonable return on investment (ROI); most calculations are inaccurate and inaccurately categorized.		x 2	

INDICATOR	Very strong evidence of skill present 5–4 points	Moderate evidence of skill present 3–2 points	Strong evidence of skill not present 1–0 points	Points Earned	Weight	Total Points
<b>Evaluation</b>						
	Evaluates data or criteria in a way that reflects an in-depth understanding of the product/service.	Evaluates data or criteria in a way that reflects some basic understanding of the product/service.	Has difficulty evaluating important data or criteria, which demonstrate a lack of understanding of the product/service.		x 1	
<b>Technical Business Writing</b>						
	The plan contains no more than five spelling or grammatical errors. If any sources have been referenced, proper citations have been used. The plan is formatted according to the handbook.	The plan contains more than five spelling or grammatical errors. Citations, if needed, have been cited correctly. The plan is formatted according to the handbook.	The plan has many spelling or grammatical errors. No citations have been provided. The plan has not been formatted appropriately.		x 1	
Deduction: Written plan received after post-mark. Deduct 10 percent of possible plan score or 10 points.						
Deduction: Five points deducted for incorrect written plan format.						
<b>WRITTEN MARKETING PLAN TOTAL POINTS</b>						

JUDGE'S NAME

JUDGE'S SIGNATURE

DATE

# Marketing Plan Presentation Rubric

## 200 points

CHAPTER	STATE			TEAM NUMBER		
INDICATOR	Very strong evidence of skill present 5–4 points	Moderate evidence of skill present 3–2 points	Strong evidence of skill not present 1–0 points	Points Earned	Weight	Total Score
<b>Marketing Process (Understanding and clear presentation of the six parts of the marketing plan)</b>						
<b>Brief description/client status</b>	Clear and engaging description of a want or unmet need in the market using data to support claims is presented.	Somewhat clear description of a want or unmet need in the market is presented.	Unclear description of a want or unmet need in the market is presented.		x 1	
<b>Marketing analysis</b> <ul style="list-style-type: none"> <li>▪ Status in market</li> <li>▪ Industry trends</li> <li>▪ Buyer profile</li> <li>▪ SWOT analysis</li> </ul>	Clear and compelling narrative that seamlessly integrates all important market research concepts from the written plan into the presentation.	Clear narrative that integrates some market research concepts from the written plan into the presentation.	No clear narrative or demonstration of market research concepts from the written plan in the presentation.		x 2	
<b>Primary research</b>	Market is clearly explained using primary market research tools to persuasively support that the business in the presentation.	Market is somewhat explained and demonstrates the use of some primary market research tools to support the business in the presentation.	Market is not explained and do not demonstrate the use of primary market research tools in the presentation.		x 7	
<b>Business proposal</b> <ul style="list-style-type: none"> <li>▪ Mission statement</li> <li>▪ Key planning assumptions</li> <li>▪ Goals</li> <li>▪ Target market</li> </ul>	Clear and compelling narrative that seamlessly integrates all important business concepts from the written plan into the presentation.	Clear narrative that integrates some business concepts from the written plan into the presentation.	No clear narrative that demonstrates business concepts from the written plan in the presentation.		x 3	
<b>Strategies/action plan</b> <ul style="list-style-type: none"> <li>▪ Product</li> <li>▪ Price</li> <li>▪ Place,</li> <li>▪ Promotion,</li> <li>▪ Position</li> </ul>	Strategies/actions plans from the written plan are pervasively included into the presentation.	Some strategies/action plan from the written plan are included in the presentation.	No clear presentation of strategies/action plans are included in the presentation.		x 6	
<b>Budget</b> <ul style="list-style-type: none"> <li>▪ ROI</li> <li>▪ Cost of strategies</li> </ul>	Clear and compelling narrative that seamlessly integrates all important financial concepts from the written plan into the presentation.	Clear narrative that integrates some financial concepts from the written plan into the presentation.	No clear narrative or demonstration of financial concepts from the written plan in the presentation.		x 5	

INDICATOR	Very strong evidence of skill present 5–4 points	Moderate evidence of skill present 3–2 points	Strong evidence of skill not present 1–0 points	Points Earned	Weight	Total Score
	presentation.					
<b>Evaluation</b> <ul style="list-style-type: none"> <li>▪ Benchmarks</li> <li>▪ Measuring tools</li> <li>▪ Alternative strategies</li> </ul>	Clear and compelling narrative that seamlessly integrates all of the important evaluation information from the written plan is included in the presentation.	A narrative that integrates some evaluation information from the written plan is included in the presentation.	No clear demonstration of evaluation information from the written plan is included in the presentation.		x 2	
<b>Communication</b>	Speaks with confidence, presence, poise and eye contact; excellent use of grammar enhances the entire presentation. All members participated equally.	Some problems with pauses, pacing and/or eye contact and language; includes grammar that is average. Two members took an active role in the presentation.	Reads from notes, rarely looks at audience; has problems with pronunciation and/or very low level of grammar is used. All members did not participate equally		x 4	
<b>Question and Answers</b>	Knowledge is evident and provides a clear, concise well-thought out answer to the questions	Provides answers that are somewhat unclear and at times does not answer questions.	Seems caught off guard by questions and either does not answer the question or provides a rambling answer		x 10	
Presentation Total Points						
Deduction: Five points for each minute, or major fraction thereof, presentation went over 15 minutes.						
Written Plan Total Points						
Sub-total (written and presentation)						
<b>NET TOTAL POINTS</b>						
<b>TEAM RANKING</b>						