

Innovative Entrepreneurship for the 21st Century Business Plan Competition

Business Plan Guidelines and Judging Criteria

The business plan should contain the following aspects. Please refer to the enclosed Business Plan Guidelines and Judging Criteria for the details required in each section. The decision of the judging panel is final.

1. TABLE OF CONTENTS
2. EXECUTIVE SUMMARY (Maximum 300 words)
3. GENERAL BUSINESS DESCRIPTION (Maximum 500 words)
4. PRODUCTS AND SERVICES (Maximum 500 words)
5. MARKETING PLAN (Maximum 700 words)
6. OPERATIONAL PLAN (Maximum 500 words)
7. MANAGEMENT AND ORGANISATION (Maximum 300 words)
8. FINANCIAL ASPECT (Maximum 500 words)
9. INNOVATION (Maximum 500 words)
10. CORPORATE SOCIAL RESPONSIBILITY AND ETHICS (Maximum 200 words)
11. APPENDICES



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Business Plan Guidelines and Judging Criteria

Items	Criteria	Marks
1. EXECUTIVE SUMMARY	- clarity - persuasiveness	5
2. GENERAL BUSINESS DESCRIPTION <ul style="list-style-type: none">What is the name of your business? Why have you selected that name for your business?What are your company's mission statement and goals?Which industry will your business operate in? Why?Is this a sole proprietorship, a partnership, or a corporation? Why is this form of business selected?	- justifiability - clarity - appeal - persuasiveness	10
3. PRODUCTS AND SERVICES <ul style="list-style-type: none">What products or services will your business provide? Why?What are the competitive advantages of your business?What is the pricing/fee of your products/services?	- clarity - appropriateness - creativity - attractiveness (rare, difficult to imitate, valuable, lack or no substitute)	15
4. MARKETING PLAN <ul style="list-style-type: none">Who are the target/potential customers? i.e. Who are your ideal customers (e.g. age, income level, educational level, gender, etc.)? Why are they the target customers?Which companies are the main competitors of your business? Why?What barriers to entry do you face in entering this market with your new company?Why should customers buy from your business and not from the competitors? Explain.How will you market your products or services? i.e. What are your marketing strategies?What are your business strategies? What are the unique selling points of your products or services, i.e. why should customers buy from your business and not from your competitors? Explain.	- clarity - appropriateness - justifiability - creativity	20
5. OPERATIONAL PLAN <ul style="list-style-type: none">What is the location of your business?How will your products or services be produced?How many employees will you hire? What skills, knowledge and competencies are required? How do you employ these employees?What kind of inputs (raw materials, office, etc.) will you need? Who will be your suppliers?Please explain the daily operation of the business, for example, equipment, people, processes, etc.	- clarity - appropriateness - justifiability	10



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6. MANAGEMENT AND ORGANISATION <ul style="list-style-type: none">Who will manage the daily operations of the business?What experience and competence is required of that person to manage your business?What is the organisational structure of your business? Explain.	- clarity - justifiability - reasonability	10
7. FINANCIAL ASPECT <ul style="list-style-type: none">How much capital is required? How will you obtain the funds to operate the business?What is your financial plan? (e.g. projected profit and loss, cash-flow, balance sheet, etc.)	- clarity - justifiability - reasonability - a breakdown of budget	15
8. INNOVATION <ul style="list-style-type: none">What are the innovative elements of your business idea?	- clarity - innovativeness - originality - possibility of success	30
9. CORPORATE SOCIAL RESPONSIBILITY AND ETHICS <ul style="list-style-type: none">A business is expected to demonstrate its corporate social responsibility. Outline and discuss two (2) activities/ initiatives that you will undertake to create a socially responsible business.	- clarity - appropriateness - practicality	20
10. APPENDICES <ul style="list-style-type: none">Are there any other points which you want to highlight to the judges?Are there any other materials which you want to include?	- clarity - significance (value-added)	15
		150

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