

<u>Group Members</u>	<u>Overall Grade</u>
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Food Truck Name:

Business Plan Speech Components:

Mission Statement

- The mission statement provides a clear explanation of the companies values. 1 2 3 4
- The mission statement seems reasonable and attainable. 1 2 3 4

Company Description

- The company has a well thought out location and target market. 1 2 3 4
- The company has reasonable hours and employee needs. 1 2 3 4
- The company has a unique theme to attract customers. 1 2 3 4

Services and Products

- The company is providing a unique food item that fills a niche in the local market. 1 2 3 4

Marketing and Sales/ Market Analysis

- The company has clear, well thought out marketing strategies that seem reasonable and fit the trucks needs. 1 2 3 4
- The company has a reasonable, and thought out method to price food items. 1 2 3 4
- The company has realistic sales goals. 1 2 3 4

Funding Request/Cost Analysis

- The company has done an in depth assessment of the costs involved in starting the business. 1 2 3 4
- The funding request seems reasonable and well thought out. 1 2 3 4

Written Business Plan:

- Organization and Management
- Company Logo
- Recipe for Signature Item
- Calendar

General Presentation Components

- All group members engaged and have a meaningful role. 1 2 3 4
- Group has a sense of professionalism. 1 2 3 4

Comments: