

Marketing Plan CDE

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2017 Committee: Morgan Nosbisch, Riceville; Dan Doeing, Oelwein

I. Objectives

- A. To develop an understanding of the marketing plan process through the development and presentation of a marketing plan.
- B. To provide an activity to focus student and community attention on the agri-marketing curriculum.
- C. To allow students to explore and prepare for possible careers in agri-marketing.
- D. To help develop partnerships and improve relations with agricultural industries, local FFA chapters and the general public.

II. AFNR Career Cluster Content Standard

The following performance elements and indicators are directly assessed as a result of this CDE.

CS.09. Performance Element: Technical Skills: Compare and contrast issues affecting the AFNR industry.

CS.09.01. Performance Indicator: Apply economic principles to AFNR systems (e.g., supply, demand and profit).

ABS.01. Performance Element: Utilize economic principles to establish and manage an AFNR enterprise.

ABS.01.01. Performance Indicator: Apply principles of capitalism in the business environment.

ABS.01.02. Performance Indicator: Apply principles of entrepreneurship in businesses.

ABS.02. Performance Element: Utilize appropriate management planning principles in AFNR business enterprises.

ABS.02.01. Performance Indicator: Compose and analyze a business plan for an enterprise.

ABS.06. Performance Element: Use industry-accepted marketing principles to accomplish AFNR business objectives.

ABS.06.01. Performance Indicator: Conduct appropriate market and marketing research.

ABS.06.02. Performance Indicator: Develop a marketing plan.

ABS.06.03. Performance Indicator: Develop strategies for marketing plan implementation.

ABS.06.04. Performance Indicator: Develop specific tactics to market AFNR products and services.

ABS.06.05. Performance Indicator: Merchandise products and services to achieve specific marketing goals.

III. Rules

- A. Each school may enter a team composed of three participants. Members will not be scored individually but they will be scored as a team throughout. Team members must all be from the same chapter.
- B. Each participant will participate in all phases of the event.
- C. Participants shall report to the supervisor of the event at a registration time and location provided prior to event day.

- D. Three judges representing a mix of industry, education and marketing experience will be used.
- E. The team shall submit an electronic copy of the marketing plan proposal in one pdf to the FFA Executive Secretary by April 1st.
- F. A team may continue to build their plan and return the following year to present potentially the same product with additions to their plan that may be suggestions from judges. Any change in team members constitutes an entirely new original plan. New product, new analysis, new value-added ideas, etc.
- G. Official FFA dress is required.

IV. Activities

I. Phase One – Written Plan (100 Points)

- A. Select a local community agricultural business and decide on the product, supply or service for the marketing plan. **Plan to work with an off-campus client. Do not use your chapter as a client.**
- B. Emphasis should be placed on the “value added” concept using marketing techniques to increase the value of existing products, supplies or service.
- C. Written Plan (100 points)
 - i. Brief description of product, service and client. – 5 pts.
 - ii. Analysis of the market – 30 points
 - iii. Business proposition – 10 points
 - iv. Strategies and Action Plan – 25 points
 - v. Projected budget – 15 points
 - vi. Evaluation – 5 points
 - vii. Technical and business writing skills – 10 pts.
- D. A marketing plan deals with the future. A plan presented in 2015 should be for 2016, etc.
- E. The document will not exceed eight written pages and must be ten point or more type size. A title page – project title, team name, chapter, and year shall be on page 1. The marketing plan shall be 5 pages. Appendices including surveys, graphs, maps, promotional pieces, etc. shall comprise 2 pages. The total of 8 pages are calculated on an 8-”x11” basis. Different formats and page sizes can be used as long as the document does not exceed the equivalent of 8-8”x11” pages.
- F. Written expression is important. Attention should be given to language, general appearance, structure and format.

II. Phase Two – Presentation (200 points)

Part A – Preliminary Presentation

- A. Each team will present a five minute overview of the product and plan being marketed. Five minutes shall commence from the time the team enters the contest room. No additional time is allotted for set-up and tear down. Two minutes of clarifying questions maybe asked by the judge.
- B. The presentation should consist of an overview of the product, the market it is targeting, and marketing plan being proposed to reach that target audience.
- C. Judges from each pool shall select no more than three teams to advance to the final round of competition.

Part B – Final Presentation

- A. Teams advancing from the Preliminary Presentations will be allowed five minutes to set-up, and three minutes to return the room as it was found. A live presentation not exceeding 15

minutes should be planned and given. A warning will be given after 12 minutes. Five points will be deducted from the final score for each minute or major fraction thereof, over 15 minutes. The presentation will be followed by up to five minutes of clarifying questions.

- B. The focus of the presentation should be to the top management of an agribusiness or farm. The team should assume the role of marketing consultants, as found in the industry. The team will inform the judges of their role in the teams' presentation.
- C. Visual aids shall be limited to the following: samples of the products, printed materials, charts and powerpoint presentations.
- D. Scoring will be based on how effective visual aids are used, not how elaborate.
- E. The following equipment will be provided at the contest site; two tripod easels, projector screen, table and three chairs. **A computer and projector for a powerpoint presentation may be used but will not be provided.**
- F. The question and answer period will be used to ask questions clarifying points in the presentation and to determine student involvement in the preparation of contest materials.

V. Resources

- A. National FFA Core Catalog
 - 1. National Career Development Event Questions and Answers
 - 2. Power of Demonstration DVD
- B. Agricultural Marketing Resource Center, www.agmrc.org

VI. Scoring and raking of teams and participants

Phases	Scoring
Written Plan	100 points
Presentation	200 points
Team Total Score Possible.....	300 points

VII. Awards

Awards listed below are at the discretion of the sponsor and pending availability of sponsorship. It is vitally important that participants write thank you letters to sponsors in order to retain their support. A thank you list naming current sponsors will be provided to each participating chapter at the event site.

Awards Sponsored through the National FFA Foundation	
Champion Team	State Winning Plaque
Awards Sponsored through the Iowa FFA Foundation	
Champion Team	Cash Award for travel to National Convention
Reserve Champion Team	Plaque
Top 10 Teams	Rosettes
Members of Top 10 Teams	Rosettes
Top Team	Plaques
Written Plan	Certificates
Presentation	
All Teams/Individuals	

VIII. Event Materials

Marketing Plan Score Sheet

Chapter _____ Date _____ Judge _____

	Written Plan	
	Possible Points	Earned Points
DESCRIPTION OF PRODUCT/SERVICE AND CLIENT	5	
MARKET ANALYSIS		
Clients Status in current market	5	
Industry Trends	10	
Buyer profile and behavior	5	
Competition's SWOT analysis	5	
Product's/client's SWOT analysis	5	
Primary resources results (surveys/interviews)	5	
BUSINESS PROPOSAL		
Mission Statement	2	
Key Planning Assumptions	2	
Short and long-term goals	3	
Target Market	3	
STRATEGIES AND ACTION PLAN		
Product	1	
Price	7	
Place	5	
Promotion	7	
Position	5	
BUDGET (income statement, costs returns, accuracy)	15	
EVALUATION	5	
TECHNICAL & BUSINESS WRITING SKILLS	10	
WRITTEN PLAN	100	
TOTAL POINTS		

	Presentation	
MARKETING PROCESS		
Brief description/client status	5	
Marketing analysis	10	
Primary research	35	
Business proposal	15	
Strategies/action plan	30	
Budget	25	
Evaluation	10	
COMMUNICATION	20	
• Examples explained, detailed		
• Speaking without notes, unrehearsed		
• Tone		
• All members participated		
• Eye contact		
• Mannerisms, gestures		
• Poised		
QUESTIONS AND ANSWERS	50	
Presentation Total Points	200	
SUB-TOTAL (Written and Presentation)	300	