

Marketing Plan

Event Rules

All members participating in this Career Development Event must meet the eligibility requirements and adhere to the rules of the Kentucky FFA Association as outlined in the Rules Governing FFA Activities document.

Number of members on a team: Three

Official Dress Appropriate: Yes

Regional Event: None

State Event: Wednesday of State FFA Convention

Pre-Registration is required by April 1st.

The event will consist of two components as outlined below.

EQUIPMENT

Equipment provided by student:

- Computer (if needed)
- Projector (if needed)
- Internet connectivity (if needed)

Equipment provided at the event site:

- Screen
- Table
- Two tri-pod easels



Marketing Plan

WRITTEN PLAN (100 POINTS)

The written plan must be submitted to the FFA Executive Secretary as a single PDF document and emailed by May 10.

A penalty of 10 points will be assessed for plans received after May 10.

Written plans received after May 20 will not be scored.

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.**
- **Market analysis**
 - 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**
 - 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**
 - Product
 - Price
 - Place
 - Promotion
 - Position



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- **Projected budget**
 - 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**
 - 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**

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.



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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.

Following the presentation, five minutes will be allowed for clarifying questions. Each member of the team should participate in the question and answer session.

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. 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.

If six or more teams register for the event, teams will be divided into sections for the live presentation. The teams placing 1st, 3rd, 5th, etc. on the written plan will be assigned to room A. The teams placing 2nd, 4th, 6th, etc. on the written plan will be assigned to room B.

Judges in each room will select the top team and these will be announced by the CDE Chair. The top team from each room will then draw for order and present their live presentation in front of a combined panel of judges. The judges will select a first and a second place team.

Scoring

The Marketing Plan will be scored by judges prior to the Convention. Scores for all judges will be averaged.

The presentation will be scored using the Presentation Rubric which is available at www.kyffa.org

The presentation judges will combine the plan score with the score for the presentation and questions to determine a final score for each team.

Judges will confer to determine a first and second place team in the event.

