

## **WRITTEN REPORT EVALUATION**

### **CONTENT**

#### **1. Thoroughness and Depth of Analysis of Subjects Covered**

Does the analysis completely analyze every option in-depth including strengths and weaknesses, cost- benefit, comparative analysis, advantages-disadvantages, etc.? Creative development of unique approaches to improving the firm should be included. Analysis of positive aspects of the firm should be included along with those needing improvement. **15 points**

#### **2. Value to Client**

What is the total value to the client of this project? It may be difficult to determine, but the intent is to identify how much the project may change the effectiveness of the firm. **15 points**

#### **3. Logic of Analysis and Relationship to Recommendations**

The overall report format should flow from one section to another with a clear logic. Sectional logic should be easy to understand and relate directly to the recommendations. **15 points**

#### **4. Clarity and justification of Recommendations Including Impact**

Each recommendation should be fully justified by the analysis and the totality of the recommendations should have a significant potential/actual impact. Each recommendation should be an action statement that is clearly justified in the analysis. **15 points**

#### **5. Clear Implementation Procedures for Each Recommendation**

Each recommendation should have a clear procedure specified to implement the recommendation. Some implementation procedures may include multiple recommendations. **15 points**

#### **6. Effective Executive Summary (maximum 4 pages)**

The executive summary should not exceed 4 pages (5 pt penalty) and should be effective in motivating the reader to read the report as well as communicating the central issues of the analysis. **5 points**

### **FORM AND PROFESSIONALISM**

#### **7. Packaging, Lean Content, Substance**

The packaging of the report should be professional and appealing. The content of the report

should be substantive and not embellished for the apparent purpose of building volume. The totality of sections covering history of the firm, economic conditions, textual type information, etc. should be dwarfed by the direct analytical content. Appendices must be directly related to the analytical content and should normally be small relative to the body of the report. If the appendix is substantial relative to the body of the report, it should be separately bound. **10 points**

### **8. Grammar, Spelling, Business Style Writing, Professionalism**

Spelling and grammatical errors quickly diminish the value of the report and should be eliminated. The report should be written in the third person addressing the client and not the instructor. It is understood the report is to the business and about the business. For example, instead of “The analytical team recommends they increase emphasis on the professionals in their target marketed a more appropriate style would be “The current target market should be increased to include professionals”. **10 points**

## **Judges Rating Sheet for Business Plan Analyses**

**Directions: This competition is designed to assess the effectiveness of students in completing a business plan for a client to meet the objectives of that business plan. Since there are many different forms of business plan being used for consulting purposes, a standard format is not required. However, the complexity and thoroughness of the project should be exceptional to be considered excellent.**

### **1. Thoroughness and Depth of Analysis**

Does the thoroughness and depth of the business plan completely address the issues of the business? The analysis should completely examine options, fully research critical dimensions, and answer questions in depth regarding the viability of the business idea being developed utilizing the Statement of Work as a guide. The report should simultaneously be thorough, but also be succinct and to the point. **15 points**

### **2. Value to the Client**

Whether specialized or general in nature, does the plan provide the client with all the information necessary to make decisions regarding the ideas analyzed? The plan should include valuable information to the client beyond the obvious. **15 points**

### **3. Goals and Complexity**

Does the Plan meet or exceed the goals of the analysis? In addition to achieving goals, judges may evaluate the complexity of the goals in this section. This would be much like the Olympic dive competition has a separate score for complexity and performance which then are multiplied together. **15 points**

### **4. Creativity and Uniqueness**

Does the Plan go beyond simple recognition processes to include idea expansion and strategic thinking? Details within the Plan should expand the client's views rather than simply supporting them. **15 points**

### **5. Logic and Practicality**

There should be clarity and logic within the report without exaggeration or "fluffing". The Plan should be easily understandable and applicable to the issues being explored. **15 points**

### **6. Effective Executive Summary**

Does the Executive Summary provide a sufficient overview of the Plan to entice the reader to want to read the contents of the Plan? It should communicate the central issues of the Plan and point out the key considerations. **10 points**

## **FORM**

### **7. Packaging, Lean Content, Substance**

The packaging of the Plan should be professional and appealing. The content of the report should be substantive, but also succinct and to the point. Business plans are typically known for their ability to cover a lot of material in less volume than a typical business analysis. **8 points**

### **8. Grammar, Spelling, Professionalism, Business Style Writing**

Spelling and grammatical errors quickly diminish the value of the Plan and should be eliminated. The Business Plan should be well-organized, well-researched, and well-written. **7 points**