

Marketing Plan CDE

Purpose

The Marketing Plan Career Development Event is designed for FFA members to develop, practice and demonstrate skills needed in seeking employment in the agricultural industry. Each part of the event simulates “real world” activities that will be used by industry employers.

Through participation in this event, students will develop an understanding of the marketing plan process by developing an activity to focus student and community attention on agriculture. Students explore and prepare for possible careers in agrimarketing, and develop partnerships through improved relations with agricultural industries, local FFA chapters, and the general public.

Sponsor

This event is sponsored by the Corn Growers Association of North Carolina.

State Event Superintendent

The superintendent for this event is Mr. Jason Davis, State FFA Coordinator, NCSU Campus Box 7654, Raleigh, NC 27695-7654 Phone: 919.515.4206 Fax: 919.513.3201 Email: jason_davis@ncsu.edu

Eligibility and General Guidelines

This event is open to all FFA chapters and FFA members in good standing. Members of a previous state winning team are ineligible. A team will consist of three members. All team members must participate in the presentation. No alternates are allowed in state events.

The use or possession of cellular phones, Personal Digital Assistants (PDA's) or any other mobile electronic communication device is prohibited during any state-level career development event. Any violation of this rule by any team member will result in total team disqualification.

Any member found cheating in any state-level career development event will result in total team disqualification for that event.

Calculators used for this event must be only basic five function (add, subtract, multiply, divide, and square root only) calculators. Possession of scientific calculators and other programmable calculators or other non-basic calculator by any team member shall result in a team disqualification.

Written plans should be submitted to the state office one week prior to the event.

Dress Code

Participants are required to follow the North Carolina FFA Career Development Event Dress Code. A ten percent reduction in the total team score will be taken if a participant violates the dress code. Participants in this event must wear official dress as described in the FFA manual. For male members: black slacks, white collared shirt, official FFA tie, black dress shoes, black socks, and an official FFA jacket zipped to the top. For female members: black skirt, white collared blouse, official FFA blue scarf, black dress shoes with closed heel and toe, black nylon hosiery, and an official FFA jacket zipped up to the top. (Special Note: The skirt is to be at least knee length, hemmed evenly across the bottom, with a split no longer than two inches above the knee, excluding the kick pleat.

Procedures for Administering the Event

The Marketing Plan Career Development Event is designed to help students with developing practical skills in the marketing process through the development and presentation of a marketing plan. Students research and present a marketing plan for an agricultural product, supply, or service.

A three-person team presents the results of primary research involving the local community in providing a reasoned and logical solution to a marketing problem. Understanding of the marketing process is manifested in the marketing plan, which the team presents in a five to eight page document and a live presentation before qualified judges.



Project Outline/Research Results (35 Points)

- A. Select a local community agricultural business that serves the community and decide on the product or service for the marketing plan for North Carolina. Work with either existing or start-up situations. Plan to work with an off campus organization. Do not use your chapter as a client. The marketing plan must be for a local, community agricultural business. The business must sell a product or service that is a plant, animal, food, natural fiber, and/or is life sciences related. This product may or may not meet national CDE guidelines.
- B. Emphasis should be placed on the “value added” concept using marketing techniques to increase the value of products or services.
- C. A marketing plan deals with the future. Historical information is very valuable, but the actual plan must be a projection. A plan presented in 2013 should be for the year 2013. A two-year time frame might be needed, which would mean the inclusion of the year 2014. Market plans may vary from one to three years depending on your client and the type of product or service.
- D. The project outline should include the following aspects of the marketing process:
 1. Analysis of market – “Where are we now?” “Why were we hired?” (10 points)
 - a. Industry trends
 - b. Buyer profile and behavior
 - c. Competition’s strengths and weakness.
 - d. Your product’s/firm’s strengths and weakness
 - e. Original research results
 2. Business Proposition – “Where do we want to be?” (5 points)
 - a. Key planning assumptions (cite sources of information)
 - b. Measurable and attainable goals – must be measurable, have completion date, be specific, and be attainable.
 - c. Target Market – identify specific market segments, which achieve your goals.
 3. Strategies and Action Plan – “How and when will we get there?” (10 points)
 - a. Product attributes: size, quality, service, etc.
 - b. How will you distribute and sell?
 1. marketing channels
 2. physical distribution modes
 - c. What will be the price structure?
 - d. How will you promote the products? Which promotional activity or combinations of activities are appropriate for your product or service? How much promotion can you afford?
 1. personal selling
 2. direct sales promotion
 3. advertising – mass media
 - e. Develop a mission statement and predict competitor reactions, if any.
 4. Projected budget – “How much will it cost to get there?” (5 points)
 - a. What will the strategies cost?
 - b. Pro forma income statement which highlights cost of the strategies on an incremental or start-up basis
 - c. Calculate the financial return of the marketing plan
 5. Evaluation – “Did we get there?” (5 points)
 - a. Specific measurement tools to measure the accomplishments of the goals at the end of the time period.
 - b. Recommendations for future action contingencies

Written Plan Procedures

1. Four copies of the marketing plan must be submitted at the CDE site on the day of the event.
2. The document will not exceed eight pages and must be 10-point or more type size:
 - title page – project title, team name, state, and date [1 page]
 - text – marketing plan [5 pages]
 - appendices – surveys, graphs, maps, promotional pieces, etc. [2 pages]
 - Total 8 pages



3. Written expression is important. Attention should be given to language, general appearance, structure and format.

Scoring the Written Plan

The maximum score on the written plan is 35 points. Five areas are considered in scoring the written plan, as follows:

Market Analysis	10
Business Proposal	5
Strategies & Action Plan	10
Evaluation	5
Budget	5
Total Points	35

Live Presentation (65 Points)

- A. A live presentation not exceeding 15 minutes duration should be planned and given. Five points will be deducted from the final score for each minute or major fraction thereof over 15 minutes for the presentation. The presentation will be followed by up to five minutes of “clarifying” questions, with at least one question for each member of the team.
- B. The focus of the presentation should be the top management of an agribusiness or farm. The team should assume the role of a marketing consultant as found in industry. The team will inform the judges of their role in the team’s presentation.
- C. Visual aids are only limited by your imagination. Do not assume that the lights can be adjusted or the competition room drastically remodeled. Scoring will be based on how effectively visual aids are used, not how elaborate they are. Remember that visual aides should enhance and clarify what the speakers are saying; not replace them.

Scoring the Presentation

The maximum score on the presentation is 65 points. Scoring is as follows:

Marketing Process	25
<i>Demonstrate understanding of the five parts of the marketing plan</i>	
Original Research	15
<i>Evidence of meaningful original market research</i>	
Questions and Answers	15
Effectiveness of Presentation	10
<i>Organization, professionalism, effectiveness of visuals and adherence to guidelines</i>	
Total Points	65

Time Allowance

The maximum time allowed for the presentation is fifteen (15) minutes. The timekeeper shall be responsible for keeping an accurate record of time. Five points are to be deducted from the final score for each minute or fraction thereof that a presentation runs over 15 minutes.

Event Rules & Format

Pre-registration with the State FFA Office is required prior to the event. This permits proper scheduling of rooms and judges.

State Awards

The following awards will be presented annually at the state FFA convention provided sponsorship is available:

State Winning Team

\$500, first place team plaque, team pins

Second Place Team

Second place team plaque, team pins

Third Place Team

Third place team plaque, team pins



National Career Development Event Participation

State winning teams advancing to national career development event participation will be automatically registered for the national event. It is the responsibility of the chapter FFA advisor to complete all necessary national certification forms and return them to the State FFA coordinator by the assigned due date.

State winning CDE teams that choose not to participate at the national level should contact the state office by September 1 prior to National Convention. Teams that fail to inform the state office prior to September 1 will be ineligible to participate in that same CDE for the next year (chapters may appeal to the State FFA Board of Directors). Teams that do not compete at the National Convention will be required to pay back the \$500 travel award.

Bibliography

There are many marketing principles textbooks containing a marketing plan section. Also, there are many popular press books, guides, and software on “how to develop/create/write a marketing plan.”

For more information see the National FFA Career Development Events Handbook.



North Carolina FFA Marketing Plan Career Development Event Score Sheet

Team Number: _____ Judge: _____

	Possible Points	Earned Points	Comments
Written Plan			
Market Analysis	10		
Business Proposal	5		
Action Plan	10		
Evaluation	5		
Budget	5		
Total Points	35		
Presentation			
Marketing Process (Understanding and clear presentation of the five parts of the marketing plan)	25		
Original Research (Involvement in solving a local community-oriented agribusiness marketing problem.)	15		
Effectiveness of the Presentation (Organization, professionalism, effectiveness of visuals and adherence to guidelines.)	10		
Questions & Answers	15		
Total Points	65		
Overall Score (Total of Written Plan, Presentation, and Question-and-Answer Session.)			
Deductions (Deduct 5 points for each minute, or fraction thereof, the presentation went over 15 minutes)			
Deductions (Ten percent reduction in final score for dress code violation)			
FINAL SCORE (Subtract deductions from overall score)			
General Comments:			