

Marketing Plan Career Development Event

Important Note: Please thoroughly read the Introduction Section at the beginning of this handbook for complete rules and procedures that are relevant to all Michigan FFA Career Development Events.

I. PURPOSE

To assist students to gain an understanding of the marketing process through the development and presentation of a marketing plan.

II. OBJECTIVES

1. To develop an understanding of the marketing plan process.
2. To provide an activity to focus student and community attention on the agrimarketing curriculum.
3. To allow students to explore and prepare for possible careers in agrimarketing.
4. To help develop partnerships and improve relations with agricultural industries, local FFA chapters and the general public.

III. EVENT RULES

1. **Team Make-up-** A team representing a chapter will consist of three members listed at the state and national levels from the same chapter. There are no alternates allowed in competition.
2. The event is open to two teams per chapter as certified by the state supervisor to the Contest Chair in charge of the Career Development Event.
3. Participants are required to wear official FFA dress for the entire contest.
4. At least three qualified judges will be used. If more than six teams are in a section, two or three sets of judges may be used with a final round of no more than four teams. Judges should be selected to represent a mix of industry, education and communication, if possible. They should have understanding of the marketing planning process.
5. The judges will give a written evaluation after the finals and scoring is completed.
6. Ten copies of the plan must be received by the Michigan FFA Office on the deadline posted on the official FFA calendar on the website.
7. A timekeeper will be designated, possibly from one of the three judges.

IV. EVENT FORMAT

A. Description of Event

Marketing plan 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. It is intended as a competitive activity involving a team of three persons working for a local community agri-business to support the FFA's outreach mission.

Local chapters may involve the entire chapter, a specific agriculture class or a three-person team. The intent is to have a three-person team present the results of primary research involving the local community that provides a reasonable and logical solution to the marketing problem. Understanding of the marketing process is manifested in the marketing plan, which is presented in a five to eight page document and in a live presentation before qualified judges. Though only three individuals are on a team, any number of students may assist with the primary and secondary research.

B. Equipment

Equipment provided at the event site are: Two tripod easels (24" x 36"); one screen; two tables and three chairs.

C. Team Activity-

1. Written Plan - 100 Points

- a. Select a local community agricultural business that serves the community, and decide on the product or service for the marketing plan. Work with either existing or start-up situations. Plan to work with an off campus organization. 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 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 the current year should be developed for the following year. A two-year timeframe might be needed, which would mean the inclusion of the two years following the current year. Marketing plans may vary from one to ten 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:
 - i. Description of product/client analysis (5 points)
 - ii. Market analysis – "Where are we now?" "Why were we hired?" (30 points)
 - Client's status in current market
 - Industry trends
 - Buyer profile and behavior
 - Competition's SWOT analysis

- Product's/client's SWOT analysis
 - Primary research results
- iii. Business Proposal (10 points)
 - Mission statement
 - Key planning assumptions
 - Short and long term goals
 - Target market
- iv. Strategies and Action Plan (25 points)
 - Product attributes: size, quality, service, etc.
 - What will be the price structure?
 - Place
 - How will you promote the products? Which promotional activities, or combinations of activities, are appropriate for your product or service? How much promotion can you afford?
 - a. Personal selling
 - b. Direct sales promotion
 - c. Public relations
 - d. Advertising – mass media
 - Position
- v. Budget – “How much will it cost to get there?” (15 points)
 - What will be strategies cost?
 - Pro forma income statement which highlights cost of the strategies on an incremental or start-up basis
 - Calculate the financial return of the marketing plan
- vi. Evaluation – “Did we get there?” (5 points)
 - Specific measurement tools to measure the accomplishments of the goals at the end of the time period.
 - Recommendations for future action and contingencies
- vii. Technical and business writing skills (10 points)

Written Plan Procedures

- a. Ten copies of the marketing plan must be submitted to the Michigan FFA Office by the date listed on the FFA calendar on the website.
- b. The document will not exceed eight pages and must be ten point or larger type size:
 - i. Title page – project title, team name, state, and date [1 page]
 - ii. Text – marketing plan [5 pages]
 - iii. Appendices – surveys, graphs, maps, promotional pieces, etc. [2 pages]

- c. Written Plan is a total of 8 pages. The 8 pages are calculated on an 8.5" X 11" basis. Different formats and page sizes can be used as long as the document does not exceed the equivalent of 8 – 8.5" X 11" pages.
- d. Written expression is important. Attention should be given to language, general appearance, structure and format.

2. Live Presentation –200 Points

- a. Each team will be allowed 5 minutes to set up before their 15-minute time allowance begins and 3 minutes to reset the equipment, as they found it, after the presentation. If there is an equipment failure during the presentation, the team will be allowed five minutes to set up again.
- b. 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 timekeeper shall be responsible for keeping an accurate record of time. The presentation will be followed by five minutes maximum of "clarifying" questions, with at least one question for each member of the team.
- c. The focus of the presentation should be to 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.
- d. 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. Remember that visual aids should enhance and clarify what the speakers are saying; not replace them.
- e. The live presentation will be scored based upon three areas:
 - i. Marketing Process (130 points)
 - Brief description/client status
 - Marketing analysis
 - Primary research
 - Business proposal
 - Strategies / action plan
 - Budget
 - Evaluation
 - ii. Communication (20 points)
 - Examples explained, detailed
 - Speaking without notes, unrehearsed
 - Tone
 - All members participated
 - Eye contact
 - Mannerisms, gestures
 - Poised
 - iii. Questions and answers (50 points)

V. SCORING

Written Plan

Description of Product/	
Service and Client Status	5 points
Market Analysis	30 points
Business Proposal	10 points
Strategies & Action Plan	25 points
Budget	15 points
Evaluation	5 points
Technical & Business	
Writing Skills	10 points
Points Possible	100 points

Live Presentation

Marketing Process	130 points
Communication	20 points
Questions and Answers	50 points
Points Possible	200 points

The final score for each team will be determined by adding the Written Plan and Presentation scores together with a maximum possible score of 300 points combined.

Participants shall be ranked in numerical order on the basis of the final score to be determined by each judge without consultation. The judges' ranking of each participant then shall be added, and the winner will be that participant whose total ranking is the lowest. Other placings will be determined in the same manner (low rank method of selection).

VI. TIEBREAKER

Ties will be broken based on the greatest number of low ranks. Team low ranks will be counted and the team with the greatest number of low ranks will be declared the winner. If a tie still exists, then the event superintendent will rank the team's response to questions. The team with the lowest rank from the response to questions will be declared the winner. If a tie still exists, then the team's raw scores will be totaled. The team with the greatest total of raw points will be declared the winner.