

BARRACUDA COVE INVESTMENT GAME

**ABED 6100: ADVANCED MANAGERIAL COMMUNICATION
BUSINESS PLAN TEAM PROJECT PROPOSAL**

TEAM NUMBER: _____

ORGANIZATION: _____

COVER PAGE _____ (0-5)

LETTER OF TRANSMITTAL _____ (0-10)

TABLE OF CONTENTS _____ (0-5)

EXECUTIVE SUMMARY _____ (0-20)

- _____ Problem
- _____ Solution
- _____ Your Team
- _____ A & B

STATEMENT OF NEED _____ (0-20)

- _____ What?
- _____ Why?
- _____ Who benefits?
- _____ What is the competition doing?
- _____ A & B

COMPANY BACKGROUND _____ (0-20)

- _____ What (Proven credibility)?
- _____ Why (objectives/mission/etc.)?
- _____ Who (Professional image)?
- _____ How? (Strategic communication practices)
- _____ A & B

PRODUCT/SERVICE DESCRIPTION _____ (0-20)

- _____ Features/Benefits
- _____ SWOT Analysis
- _____ Competition Comparison
- _____ Future Products/Services (diversification, etc.)
- _____ A & B

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MARKET ANALYSIS _____ (0-20)

- _____ Market Segmentation
- _____ Marketing Mix: Product/Service
- _____ Marketing Mix: Pricing
- _____ Marketing Mix: Place
- _____ Web Presence/E-Commerce
- _____ Marketing Mix: Promotion
- _____ A & B

FINANCIAL ANALYSIS _____ (0-20)

- _____ Start-Up Costs
- _____ Important Assumptions
- _____ A & B

CONCLUSION _____ (0-10)

- _____ Persuasive Tone
- _____ Emphasized Main Points

REFERENCES _____ (0-10)

- _____ APA Format
- _____ Minimum 4

APPENDICES _____ (0-40)

- _____ Promotional Piece
- _____ Press Release
- _____ Letter: Good Will (direct)
- _____ Letter: Bad News (indirect)
- _____ A & B

TOTAL POINTS: _____ /100

NOTE: Students that go ABOVE & BEYOND will receive additional consideration in EACH section. Students who complete the MINIMUM in each section can ONLY receive the maximum points stated which are 17 points for the 20 point rubric and 8 points for the 10 point rubric.

RUBRIC CRITERIA:

20 Points	10 Points	
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0	0	=	Not Included/Not Found
1-12	1-5	=	Not Acceptable; Many Errors; Specific criteria was NOT followed; Appears as if directions were NOT followed.
14-16	6-7	=	Needs Improvement; Some Errors; Directions need to be followed more carefully to avoid missing criteria.
17	8	=	MINIMUM REQUIRED.
18-20	9-10	=	Above & Beyond; No Errors; Included