

Business Proposal General Scoring Rubric

Cover Page All information present, including: <ul style="list-style-type: none"> • Proposal title/description & Date • Business name & company logo (if applicable) • Name(s) of the owner(s) 	0 1 2 3 4
Table Of Contents (Optional) <ul style="list-style-type: none"> • Includes each major section • Includes page numbers • Organized and neat 	0 1 2 3 4
Proposal Summary <ul style="list-style-type: none"> • Each key section briefly summarized • Length is one page or less • Identification of problem or challenge • Overview description of proposed solution 	0 1 2 3 4
Business Introduction <ul style="list-style-type: none"> • Mission statement • Goals & objectives • Management team description 	0 1 2 3 4
Project Description <ul style="list-style-type: none"> • Detailed project description & analysis • Review of top competitors & their relative market share • Examine markets that competitors serve & the strategies they employ • Barriers to entry • Strategies to overcome barriers 	0 1 2 3 4
Market Analysis <ul style="list-style-type: none"> • Documented research • Demographics & Behavior • Geographics • Target market • Product & Price • Promotion & Location 	0 1 2 3 4
Operational Plan <ul style="list-style-type: none"> • Production methods and control • Location • Permits and licensing • Risk management • Personnel • Inventory & Supply chain • Credit policies • Accounting systems 	0 1 2 3 4
Financial Plan <ul style="list-style-type: none"> • Sales/Profit forecast • Income statement • Cash flow statement (budget) • Balance sheet • Break even analysis 	0 1 2 3 4
Appendices <ul style="list-style-type: none"> • Owner / management team resumes • Legal agreements / supporting documents • Letters, Charts, Tables, etc. as necessary • APA-style Reference List 	0 1 2 3 4
Form <ul style="list-style-type: none"> • Font size: 11 or 12 pt. • 1 or 1.5 spacing (excepting tables, etc. which are single spaced) • 1" margins • No typographical errors • Spelling, grammar, sentence structure 	0 1 2 3 4

0 = Item not present / Not applicable

1 = Inadequate: Little evidence or major flaws

2 = Adequate: Minimum proposal standards addressed

3 = Good: Research & writing acceptable, few minor omissions, proposal meets standards

4 = Excellent: Research & writing well done, proposal exceeds minimum standards