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CHAPTER

NATIONAL FFA

MARKETING PLAN

CAREER DEVELOPMENT EVENT

A Special Project of the National FFA Foundation

IMPORTANT NOTE

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

I. PURPOSE

The marketing plan event is designed to assist 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 a 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.

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. The event is open to one team per state as certified by the State Supervisor to the Program Manager responsible for National Career Development Events.
2. It is highly recommended that participant's be in official FFA dress at all events.

IV. EVENT FORMAT

1. **Team Make-up-** A team representing a state will consist of three members listed at the state and national levels from the same chapter. There are no alternates allowed in competition. Only the three certified team members can take an active role in the set-up of props, in the presentation of materials or use of technology during the presentation.
2. At least three qualified judges will be used. If more than six teams are in a section, two sets of judges should be used. Judges should be selected to represent a mix of industry, education and communication, if possible. They should have some understanding of the marketing planning process.
3. The judges will give a written evaluation after the finals and scoring is completed.
4. Twenty (20) copies of the plan must be sent to the Career Development Event Program Manager, National FFA Center postmarked by September 15th prior to the National FFA Convention at which the plan is to be presented.
5. A timekeeper will be designated, possibly from one of the three judges.

A. Equipment

Equipment provided at the event site- Two tripod easels (24" x 36"); one screen; one table and three chairs

B. Team Activity-

1. Written Plan- 35 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.
 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 dates, be specific and 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 activities, 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) public relations
 - 4) 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 be 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 and contingencies.

Procedures

1. Twenty (20) copies of the plan must be sent to the Career Development Event Program Manager, National FFA Center postmarked by September 15th prior to the National FFA Convention at which the plan is to be presented. A penalty of 10% will be assessed for documents received after the postmark deadline. If document is not received seven days after postmark deadline, the team may be subject to disqualification. States qualifying after the September 15th deadline will have seven days from state qualifying event date to submit their marketing plan.
2. The document will not exceed eight pages and must be ten point or larger type size.: The 8 pages are calculated on an 8 1/2” x 11” basis. Different formats and page sizes can be used as long as the document does not exceed the equivalent of 8 – 8 1/2” x 11” pages. A five (5) point deduction will be applied to all marketing plans that do not follow these guidelines.
 - a. title page – project title, team name, state and date [1 page]
 - b. text – marketing plan [5 pages]
 - c. appendices – surveys, graphs, maps, promotional pieces, etc. [2 pages]
3. Written expression is important. Attention should be given to language, general appearance, structure and format.

2. Live Presentation – 65 Points

1. 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.

2. 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, during the preliminary and semi-final rounds. During the final round the presentation will be followed by 10 minutes maximum of “clarifying” questions. Judges will ask at least one question for each member of the team.
3. 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.
4. 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.

■ V. SCORING

Written Plan

Market Analysis	10 points
Business Proposal	5 points
Strategies and Action Plan	10 points
Evaluation	5 points
Budget	5 points
Points Possible	35 points

Live Presentation

Marketing Process	25 points
(Demonstrate understanding of the five parts of the marketing plan.)	
Original Research	15 points
(Evidence of meaningful original market research)	
Effectiveness of the Presentation	10 points
(Organization, professionalism, effectiveness of visuals and adherence to guidelines.)	
Questions and Answers	15 points
Points Possible	65 points
TOTAL POINTS POSSIBLE	100 POINTS

Teams 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 team then shall be added, and the winner will be that team 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.

■ AWARDS

Awards will be presented at an awards ceremony. Awards are presented to individuals based upon their rankings. Awards are sponsored by a cooperating industry sponsor(s) as a special project, and/or by the general fund of the National FFA Foundation. Teams participating in the preliminary round will receive a bronze emblem plaque, teams continuing on to the semi-final round will receive a silver emblem plaque and all teams competing at the final round will receive a gold emblem plaque.

Marketing Plan Score Sheet

Name: _____ Chapter: _____

State: _____ Team No.: _____

Member No.: _____

	Possible Points	Earned	Comments
WRITTEN PLAN			
Market Analysis	10		
Business Proposal	5		
Strategies and Action Plan	10		
Evaluation	5		
Budget	5		
Deduction – Marketing Plan received after postmark deadline. Deduction 10% of possible Plan Score or 3.5 points			
Deduction – 5 points will be deducted for not following plan format listed on page 243 of CDE Handbook.			
Written Plan Total Points:	35		
PRESENTATION			
Marketing Process (Understanding and clear presentation of the five parts of the marketing plan)	25		
Primary 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 and Answers	15		
Presentation Total:	65		
SUB-TOTAL (WRITTEN & PRESENTATION)	100		
DEDUCTIONS			
Deduct 5 points for each minute, or major fraction thereof, the presentation went over 15 minutes			
NET TOTAL POINTS			
Team Ranking:			

Judge's Name

Judge's Signature

Date