DECA FRANCHISE BUSINESS PLAN EVENT 2016

Sponsored by

ENTREPRENEURSHIP

The purpose of the **Franchise Business Plan Event** is designed for participants to present a comprehensive business plan proposal to buy into an existing franchise. The participant seeks to become a franchisee.

The Franchise Business Plan Event includes the development and presentation of various aspects of a plan to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity, the development of a marketing/promotion plan and the development of a financial plan.

1 PARTICIPANT	30 PAGES ALLOWED	15 PRESENTATION TIME

EVENT OVERVIEW

- This event consists of the **three-part business prospectus** describing a business the participant wants to develop and the **oral presentation**.
- This event is for **individual participants** only.
- The body of the written entry must be limited to **30 numbered pages**, not including the title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participant may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum of **15 minutes** in length, including time for judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participant responds to questions that the judge may ask during the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Critical Thinking and Problem Solving
- Information Literacy
- Leadership and Responsibility
- Productivity and Accountability
- Creativity and Innovation
- Flexibility and Adaptability
- Initiative and Self-direction
- Media Literacy
- Social and Cross-cultural Skills

A crosswalk is available at www.deca.org that shows which 21st century skills are developed by participating in each competitive event. Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org that show which common core standards are supported by participating in each competitive event.

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

A crosswalk is available at www.deca.org that shows which 21st century skills are developed by participating in each competitive event.

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JS Bruner

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