



**Updated 11/2021*

Marketing Plan

The event will follow the structure of the National Marketing Plan CDE.

Event Rules

- Only the three certified chapter team members can take an active role in the presentation of materials and use of technology during the presentation.
- It is highly recommended that participants wear FFA Official Dress for this event.
- At least three qualified judges will be used. Judges should be selected to represent a mix of industry, education and communication and will have a sufficient understanding of the marketing planning process.
 - The judges' written evaluations will be distributed at the awards ceremony.
 - Teams will receive their rank for the written plans.
 - A timekeeper will be provided.

Event Format

Equipment

Equipment provided at the event site:

- Two tripod easels.
- One LCD projector with appropriate cables.
- One screen.
- One AV cart including power strip and extension cord.
- One table.

Students should not assume there will be internet connectivity at the event site. If teams plan to use internet resources, it is recommended that they be embedded into the media presentations. It is the responsibility of the team to provide any additional equipment including computer adapters.

WRITTEN PLAN (100 POINTS)

Instructions

A marketing plan should be focused on the end consumer. This is not a business plan.

- Teams should select an actual local agribusiness, either an existing or start-up enterprise, that serves the community and decide on the product or service for the marketing plan. Teams should work with an off-campus organization. They should not use their chapter as a client.
- Emphasis should be placed on the “value-added” concept using marketing techniques to increase the value of products or services.
- A marketing plan is concerned 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 three-year timeframe may be needed, which would mean the inclusion of the two years following the current year.
- The project outline should include the following aspects of the marketing process:

Brief description of product or service attributes: size, quality, etc. (5 points).

Market analysis (30 points).

- Client’s status in current market.
- Trends in the industry.
- Buyer profile and behavior.
- Competition’s SWOT analysis.
- Product’s/client’s SWOT analysis.
- Primary research results (surveys, focus groups, interviews).

Business proposition (20 points).

- Develop a mission statement.
- Make key planning assumptions (cite sources of information).
- Have short and long-term goals — must be specific, measurable, attainable and have completion dates.
- Identify target market — specific market segments which achieve the goals.

Strategies and action plan (25 points).

- Product.
- Price.
- Place.
- Promotion.
- Position.

Projected budget (10 points).

- The budget should be future oriented and include the current year plus two additional years in advance.
- Cost of strategies.
- Pro forma income statement that details the realistic costs and returns of the marketing strategies.
- Calculate the financial return of the marketing plan.

Evaluation (5 points).

- Benchmarks to track progress toward goals.
- Identify tools to measure established benchmarks.
- Recommendations for alternative strategies, if benchmarks are not reached.

Technical and business writing skills (5 points).*Procedures*

A copy of the written plan, in PDF format (no larger than 20 megabytes) must be uploaded by the published deadline on the State FFA Calendar of Events. Uploads may be done any time from initial entry to the designated deadline.

- A penalty of 10 percent will be assessed for documents received after the designated deadline upload deadline.
- If the written plan is not received seven days after the upload deadline, the team may be subject to a 25 point deduction.
- Chapter name and chapter number **MUST** be on the written plan title page. If not included, a penalty will be assessed to the written plan.
- In addition, no chapter certification changes will be accepted after May 20 for the marketing plan CDE.

The document should not exceed eight single-sided, 8.5 x 11-inch pages and must be 10 point or larger type size. Different formats and page sizes can be used as long as the document does not exceed the equivalent of eight single-sided, 8.5 x 11-inch pages. A five-point deduction will be applied to all marketing plans that do not follow these guidelines.

Title page — one page

- Project title
- State name
- Chapter name
- Chapter number
- Year

Text and appendices — seven pages

- Marketing plan
- Surveys
- Graphs
- Maps
- Promotional pieces

Written expression is important. Attention should be given to language, general appearance, structure and format.

LIVE PRESENTATION (200 POINTS)

The team assumes the role of a marketing consultant. The judges assume the role of the selected client.

Each team will be allowed five minutes to set up before their 15-minute time allowance begins. After the presentation, teams are required to reset the equipment as they found it.

In the case of equipment failure, every effort will be made to rectify the problem as quickly as possible; however, at the judges' discretion, a team may be asked to move forward with the presentation. A back-up plan is recommended.

The live presentation should not exceed 15 minutes. 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.

Each member of the team should participate in the question-and-answer session.

- The preliminary presentation will be followed by five minutes, maximum, of clarifying questions.
- *****If needed***** In the final round, the presentation will be followed by 10 minutes, maximum, of both clarifying and general marketing questions.

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. Visual aids (i.e., flyers, promotional materials, webpages, advertisements, mailers, etc.) should support the marketing effort and not the product itself. If props do not enhance the presentation, they should not be used.

Before the presentation, teams are allowed to hand judges one single-sided, 8.5 x 11-inch page with changes/corrections to the written plan. No other handouts or samples are allowed.

Scoring

Teams will be ranked in numerical order based on the final score to be determined by each judge without consultation.

The judges' rankings of each team shall then be added, and the winner will be the team whose total ranking is the lowest. Other placings will be determined in the same manner (low-rank method of selection).

TIEBREAKERS

Ties will be broken based on the greatest number of low ranks. Teams' 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.

Awards

Awards will be presented on stage during a session of State FFA Convention based upon their rankings.

- The first through fourth place teams will each be awarded a plaque.
- Members of the first-place team will each receive a medal.

Awards are sponsored by cooperating industry sponsors as a special project and/or by the general fund of the Kansas FFA Foundation.

References

This list of references is not intended to be inclusive.

Other sources may be utilized, and teachers are encouraged to make use of the very best instructional materials available. The following list contains references that may prove helpful during event preparation.

- Past CDE Material – Past top portfolios and videos
- Agricultural Marketing Resource Center, <http://www.agmrc.org/>
- Finals Hall presentations and resources on FFA.org, FFA.org/participate/cdes/marketing-plan