

Good Neighbor Pharmacy NCPA Pruitt-Schutte Student Business Plan Competition Rubric 2021

<i>School Name, Plan Title</i>				
Cover Sheet	<i>If team is graded less than the maximum possible, please use the gray space to provide feedback to team:</i>	1 Point	0 Points	Score
Company Name and Address		Included		
Company Logo		Included		
Owner(s) Name(s)		Included		
Total: Cover Sheet (4 Possible)				0

Table of Contents	<i>If team is graded less than the maximum possible, please use the gray space to provide feedback to team:</i>	1 Point	0 Points	Score
Table of Contents Complete		Included	Table of Contents Absent or completely inaccurate	
Table of Contents Section Headings Match Rubric		Included		
Table of Contents Page Numbers Match		Included		
Total: Table of Contents (3 Possible)				0

Mission Statement, Vision Statement, Executive Summary: <i>If team is graded less than the maximum possible, please use the gray space to provide feedback to team.</i>	4 Points	3 Points	2 Points	1 Point	0 Points	Score
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Vision Statement		A clear, concise statement describing the clear and inspirational long-term desired outcome of the pharmacy's existence. (Possible 3-4 points)	Vision Statement is somewhat unclear or lengthy; not both	Vision Statement is attempted but is unclear and lengthy	Vision Statement missing or plagiarized.	
Mission Statement		A clear, concise statement describing how the borrower's vision will be achieved. (Possible 3-4 points)	Mission Statement is somewhat unclear or lengthy; not both	Mission Statement is attempted but is unclear and lengthy	Mission Statement missing or plagiarized	
Executive Summary			Clear and concise summary	Executive Summary is attempted but is unclear and lengthy	Executive Summary is missing	
Total: Mission Statement and Vision (10 Possible)						0

PAGE 1 SUBTOTAL (17 TOTAL POINTS POSSIBLE) 0

Description of Business	<i>If team is graded less than the maximum possible, please use the gray space to provide feedback to team:</i>	3 Points	2 Points	1 Point	0 Points	Score
Legal Structure			Complete and appropriate description of legal structure	Incomplete or inadequate description of legal structure	Description of legal structure missing or completely inappropriate	
Products & Services			Complete and appropriate description of products and services offered.(Possible 2-3 points)	Incomplete or inadequate description of products and services offered	Description of products and services offered missing or completely inappropriate	
Location Analysis			Complete and appropriate location analysis. (Possible 2-3 points)	Incomplete or inadequate location analysis	Location analysis missing or completely in appropriate	
Organizational Chart / Primary Management Structure			Complete and appropriate primary management structure	Incomplete or inadequate primary management structure	Primary management structure missing or completely inappropriate	

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Insurance Policies		Complete and appropriate description of insurance policies held by the owner(s)	Incomplete or inadequate description of insurance policies held by the owner(s)	Description of insurance policies held by the owner(s) missing or completely inappropriate	
Security Measures		Complete and appropriate description of security measures	Incomplete or inadequate security measures	Description of pharmacy security measures missing or completely inappropriate	
Total: Description of Business (14 Possible)					0

Physical Description of Business	<i>If team is graded less than the maximum possible, please use the gray space to provide feedback to team.</i>		3 Points	2 Points	1 Point	0 Points	Score
Size			Location size is appropriate for planned products and services	Location selected is unjustifiably small or large	No mention of size footage of pharmacy and/or departments		
Floor Plan Drawing or Blue Print* <i>*Record score here, but it is acceptable to find this in Supporting Documents section</i>			Comprehensive, to-scale line drawing or professional blueprint provided.	Floor plan drawing or blue print included but is not to scale or does not appear to be professionally prepared.	No drawing or blue print provided		
Suitability		Location selected is suitable for pharmacy practice and meets Board of Pharmacy	Location selected is not clearly suitable for pharmacy practice OR description does not address	Location selected is not clearly suitable for pharmacy practice AND description does not address Board of Pharmacy physical requirements.	Location selected is not appropriate for pharmacy practice and does not meet all Board of Pharmacy requirements.		

[Type here]

		physical requirements for community pharmacy.	Board of Pharmacy physical requirements.		
Total: Physical Description of Business (7 Possible)					0

PAGE 2 SUBTOTAL(21 POINTS POSSIBLE) **0**

Summary of Loan Request		<i>If team is graded less than the maximum possible, please use the gray space to provide feedback to team:</i>	1 Point	0 Points	Score
Name of Applicant(s)			Included	Summary of Loan Request Absent or completely inappropriate	
Name of Business			Included		
Amount of Loan Request			Included		
Terms of Request & Repayment			Included		
Collateral			Included		
Statement of Personal Guarantee			Included		
Estimated Market Value of Business or Capitalization			Included		
Debt-to-Equity Ratio			Included		

[Type here]

Date of Loan Request				Included			
Total: Summary of Loan Request (9 Possible)							0
Marketing Plan	<i>If team is graded less than the maximum possible, please use the gray space to provide feedback to team:</i>	3 Points	2 Points	1 Point	0 Points		Score
Market Description		Thorough and appropriate market description.	Market description is adequate	Market description present but inadequate	Market description absent		
Product Analysis		Thorough and appropriate product analysis	Adequate and appropriate product analysis	Product analysis present but inadequate	Product analysis absent		
Marketing Materials			Thorough and appropriate description of adequate marketing materials	Description of marketing materials present but inadequate	Description of marketing materials absent		
Marketing Activities			Thorough and appropriate description of adequate marketing activities and tactics	Description of marketing activities and tactics present but inadequate	Description of marketing activities and tactics absent		
Marketing Budget	<i>Scored in Financial Documents Section</i>						N/A
Total: Marketing Plan (10 Possible)							0
PAGE 3 SUBTOTAL (10 POINTS POSSIBLE):							0
Financial Documents	<i>If team is graded less than the maximum possible, please use the gray space to provide feedback to team:</i>	3 Points	2 Points	1 Point	0 Points		Score

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Projected Sales		Projected sales volume is accurately calculated and based on clearly stated, fiscally sound assumptions.	Projected Sales Volume is not accurately calculated OR is not based on clearly stated, fiscally sound assumptions	Projected Sales Volume is not accurately calculated AND is not based on clearly stated, fiscally sound assumptions		
Projected Expenses		Projected expenses are accurately calculated AND based on clearly stated, fiscally sound assumptions. Anticipated expenses are an accurate reflection of the cost of operating a community pharmacy	Projected expenses are not accurately calculated OR not based on clearly stated, fiscally sound assumptions. Expenses are not an accurate reflection of the cost of operating a community pharmacy	Projected expenses are not accurately calculated AND not based on clearly stated, fiscally sound assumptions. Expenses are not reflective of the cost of operating a community pharmacy		
Cash flow Projection (budget)		Cash flow projection is accurately calculated, comprehensive and shows a reasonable prediction of time to break-even	Cash flow projection is not accurately calculated OR does not show a reasonable prediction of time to break-even. Cash flow projection is not comprehensive	Cash flow projection is not accurately calculated and does not show a reasonable prediction of time to break-even. Cash flow projection is not comprehensive		
Inventory Evaluation - Buying	Score this line only if business plan is for purchasing an existing pharmacy.	Comprehensive description of inventory to be purchased, detailed plans for future inventory management	Description of inventory to be purchased present but contains few details for management	Description of inventory to be purchased present but contains no details for future management	Missing or inadequate evaluation of inventory to be purchased. Management plans may be present or absent	

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Inventory Evaluation - Start Up	Score this line only if the business plan is for opening a new pharmacy.	Comprehensive description of opening inventory and terms of purchase	Comprehensive description of opening inventory with no description of term of purchase	Incomplete description of opening inventory, regardless of description of terms	Missing or inadequate description of opening inventory and terms of purchase	
Cost per Square Foot Evaluation			Cost per square foot is accurately calculated and is a reasonable contribution to overhead.	Cost per square foot is not accurately calculated or is not a reasonable contribution (too expensive for projected sales/break even, too expensive relative to comparables) to overhead.	Cost per square foot is not accurately calculated and is not a reasonable contribution to overhead.	
Pro Forma Income Statement				3-year pro forma income statement is accurately calculated	3-year pro forma income statement is missing or inaccurate	
Pro Forma Balance Sheet				3-year pro forma balance sheet is accurately calculated	3-year pro forma balance sheet is missing or inaccurate	
Marketing Budget			Sufficient marketing budget for planned materials and activities.	Marketing budget present but costs not accurate or insufficient reasoning given for expenses. (Possible 1-2 points)	Marketing budget absent	
Total: Financial Documents (15 Possible)						0

PAGE 4 SUBTOTAL (15 POINTS POSSIBLE): **0**

Supporting Documentation	<i>If team is graded less than the maximum possible, please use the gray space to provide feedback to team:</i>	1 Point	0 Points	Score
Curriculum Vitae		Curriculum Vitae provided for all buyers (allowed to be fictitious)	No Curriculum Vitae provided, or not provided for all buyers	
Personal Financial Statement		Personal Financial Statement provided for all buyers (allowed to be fictitious)	No Personal Financial Statement provided or not provided for all buyers	

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References				Accurate and appropriate footnotes or references	Footnotes or references are missing, inaccurate or not appropriate.	
Lease or real estate title (or purchase agreement)				Lease or real estate title (or purchase agreement) provided	No lease or real estate title (or purchase agreement) provided	
Blue print or floor plan drawing		<i>Blue print or floor plan drawing graded in Physical Description section</i>				N/A
Total: Supporting Documentation (4 Possible)						0
Feasibility / Ability to Implement	4 Points	3 Points	2 Points	1 Point	0 Points	Score
Current Pharmacy Marketplace		The information presented in the document reflects current pharmacy marketplace; assumptions or projections for the future are reasonable anticipated changes	The information presented in the documents reflects the current pharmacy marketplace but makes assumptions on unreasonable predictions of the future marketplace	The information presented in the documents reflects the current pharmacy marketplace but makes poor assumptions on unreasonable predictions of the future marketplace	The information presented in the documents does not reflect the current pharmacy marketplace and makes assumptions on unreasonable predictions of the future marketplace	
Lender Appeal		I would be willing to invest in this company based on this loan application. Based on this loan application the buyer(s) are very unlikely to default on the loan	This is a good loan application. Though I would not personally invest, based on the loan application the buyer(s) are very unlikely to default on their loan.		I would not be willing to invest in this company. Based on this loan application the risk for default on the loan is too great.	

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Care Quality Triple Aim		Document discusses, in detail, reasonable activities that improve patient health, improve care quality and reduce costs to the health care system	Document discusses reasonable activities that improve patient health, improve care quality or reduce costs to the health care system. (2 of 3 in any detail)	Document describes reasonable activities that improve patient health, improve care quality or reduce costs to the health care system. (1 of 3 in any detail)	Document does not describe activities the pharmacy undertakes to improve patient health, improve care quality or reduce costs to the health care system		
Comments:				Total: Feasibility / Ability to Implement:(9 Possible)		0	
Originality & Creativity	5 Points	4 Points	3 Points	2 Points	1 Point	0 Points	Score
Originality of business plan	Document describes innovate, new products or services to pharmacy market with a clear vision for continued ability to adapt to future changes in pharmacy scope of practice and regulatory environment (Possible: 4-5 points)		Document describes innovative products or services but is not poised to respond readily to future changes in pharmacy scope of practice and regulatory environment.		Document has been previously submitted with minor changes.	Document is completely unoriginal or plagiarized	
Creativity of business plan	Document describes unique, thorough and creative approach to new business or updating current business (4-5points)		Document shows creative approach to new business or updating current business, but financial or future considerations are not included	Document shows creative approach to new business or updating current business, but financial and future considerations are not included	Document has been previously submitted with minor changes	Document is completely unoriginal or plagiarized	
Competitive Edge					Plan's originality and creativity shows competitive edge over other pharmacies in same market	Plan's originality and creativity does not show competitive edge over other pharmacies in same market	

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<i>If team is graded less than the maximum possible, please use the gray space to provide feedback to team:</i>		Total: Originality & Creativity (12 Possible)	0
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Neatness / Professionalism	<i>If team is graded less than the maximum possible, please use the gray space to provide feedback to team:</i>	1 Point	0 Points	Score
Spacing, font and margins		Spacing, font and margins are legible and appropriate	Margins are more than 1-inch or less than .25 inches. Spacing is too large or illegible. Font is too big or too small and illegible.	0
Organization of Plan		Document is logically organized according to rubric	Document lacks logical organization or does not follow order of rubric	0
Spelling, Grammar and Syntax		Document spelling, grammar and syntax reflect collegiate or professional author.	Document has one or more misspellings OR shows poor grammar and/or syntax throughout.	0
Total: Neatness / Professionalism (3 Possible)				0

[Type here]

ADDITIONAL
COMMENTS:

Domain		Total Pts. Possible	Team Score
Cover Sheet		3	0
Table of Contents		3	0
Mission, Vision, Executive Summary		10	0
Description of Business		14	0
Physical Description of the Business		7	0
Summary of Loan Request		9	0
Marketing Plan		10	0
Financial Documents		15	0
Supporting Documents		4	0
Feasibility / Ability to Implement		9	0
Originality & Creativity		12	0
Neatness & Professionalism		3	0
Total		99	0
		FINAL SCORE:	0

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SWOT Analysis

Analysis identified and described the strengths, weaknesses, opportunities, and challenges. Personal and business strengths and weaknesses were considered.

Analysis identified the strengths, weaknesses, opportunities, and challenges. Personal and business strengths and weaknesses were considered.

Analysis identified the strengths, weaknesses, opportunities, and challenges.

Analysis failed to address at least one aspect of SWOT.

Management

Team Plan

Member(s) of management team were identified, and their qualifications and experiences described in a way that led credibility to the business.

Member(s) of management team were identified, and their qualifications and experiences described.

Member(s) of management team were identified, and some their qualifications and experiences listed, but not described.

Members of management team were identified, but their qualifications and experience