

School Name, Plan Title									
Cover Sheet		1 Point	0 Points	Max Points	Weight	Max Points with Weight	Score		
Company Name, Company Logo, Address and Owner(s) Name(s)		Included	Not Included	1	1	1			
School Name, Advisor Name, Team Captain, and Additional Team Members		Included	Not Included	1	1	1			
<i>If team is graded less than the maximum possible, please use the gray space to provide feedback to team:</i>						Total: Cover Sheet	2	0	
Table of Contents		1 Point	0 Points	Max Points	Weight	Max Points with Weight	Score		
Table of Contents Present and Page Numbers Match		Included	Not Included	1	1	1			
<i>If team is graded less than the maximum possible, please use the gray space to provide feedback to team:</i>						Total: Table of Contents	1	0	
Mission Statement, Vision Statement, Executive Summary		3 Points	2 Points	1 Point	0 Points	Max Points	Weight	Max Points with Weight	Score
Vision Statement		A clear, concise statement describing the clear and inspirational long-term desired outcome of the pharmacy's existence.	Vision Statement is somewhat unclear or lengthy; not both	Vision Statement is attempted but is unclear and lengthy	Vision Statement missing or plagiarized.	3	1	3	
Mission Statement		A clear, concise statement describing how the borrower's vision will be achieved.	Mission Statement is somewhat unclear or lengthy; not both	Mission Statement is attempted but is unclear and lengthy	Mission Statement missing or plagiarized	3	1	3	
Executive Summary			Clear and concise summary	Executive Summary is attempted but is unclear and lengthy	Executive Summary is missing	2	1	2	
<i>If team is graded less than the maximum possible, please use the gray space to provide feedback to team.</i>						Total: Mission Statement, Vision Statement, Executive Summary	8	0	

Description of Business		2 Points	1 Point	0 Points	Max Points	Weight	Max Points with Weight	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	2	1	2	
Products & Services		Complete and appropriate description of products and services offered.	Incomplete or inadequate description of products and services offered.	Description of products and services offered missing or completely inappropriate	2	1	2	
Location Analysis		Complete and appropriate location analysis.	Incomplete or inadequate location analysis	Location analysis missing or completely inappropriate	2	1	2	
Organizational Chart / Primary Management Structure		Complete and appropriate primary management structure	Incomplete or inadequate primary management structure	Primary management structure missing or completely inappropriate	2	1	2	
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	2	1	2	
Security Measures		Complete and appropriate description of security measures	Incomplete or inadequate security measures	Description of pharmacy security measures missing or completely inappropriate	2	1	2	
If team is graded less than the maximum possible, please use the gray space to provide feedback to team:					Total: Description of Business		12	0

Physical Description of Business		3 Points	2 Points	1 Point	0 Points	Max Points	Weight	Max Points with Weight	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	2	1	2	
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	2	1	2	
Suitability		Location selected is suitable for pharmacy practice and meets Board of Pharmacy physical requirements for community pharmacy.	Location selected is not clearly suitable for pharmacy practice OR description does not address Board of Pharmacy physical requirements.	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.	3	1	3	
If team is graded less than the maximum possible, please use the gray space to provide feedback to team.					Total: Physical Description of Business		7	0	

Summary of Loan Request		1 Point	0 Points	Max Points	Weight	Max Points with Weight	Score
Name of Applicant(s)		Included	Not Included	1	1	1	
Name of Business		Included	Not Included	1	1	1	
Terms of Request & Repayment: Amount of Loan Request		Included	Not Included	1	1	1	
Terms of Request & Repayment: Interest Rate (percentage and fixed or variable)		Included	Not Included	1	1	1	
Terms of Request & Repayment: Term		Included	Not Included	1	1	1	
Terms of Request & Repayment: Amortization		Included	Not Included	1	1	1	
Terms of Request & Repayment: Monthly Payment		Included	Not Included	1	1	1	
Cash Injection		Included	Not Included	1	1	1	
Collateral		Included	Not Included	1	1	1	
Statement of Personal Guarantee		Included	Not Included	1	1	1	
Estimated Market Value of Business or Capitalization		Included	Not Included	1	1	1	
Debt Service Coverage Ratio		Included	Not Included	1	1	1	
Date of Loan Request		Included	Not Included	1	1	1	

If team is graded less than the maximum possible, please use the gray space to provide feedback to team: Total: Summary of Loan Request 13 0

Marketing Plan		3 Points	2 Points	1 Point	0 Points	Max Points	Weight	Max Points with Weight	Score
Market Description		Thorough and appropriate market description.	Market description is adequate	Market description present but inadequate	Market description absent	3	1	3	
Product Analysis		Thorough and appropriate product analysis	Adequate and appropriate product analysis	Product analysis present but inadequate	Product analysis absent	3	1	3	
Marketing Materials			Thorough and appropriate description of adequate marketing materials	Description of marketing materials present but inadequate	Description of marketing materials absent	2	1	2	
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	2	1	2	
Marketing Budget		<i>Scored in Financial Documents Section</i>							

If team is graded less than the maximum possible, please use the gray space to provide feedback to team: Total: Marketing Plan 10 0

Financial Documents		4 Points	3 Points	2 Points	1 Point	0 Points	Max Score	Weight	Max Points with Weight	Score	
Projected Sales <i>i.e.:</i> real life financials from 2 stores or averages from industry or local sources. Did the team take into account controlled prescription percentages, list niche revenue opportunities, detailed breakdown of sales categories- pricing models beyond the P&L or sales based med sync increased revenue?		Projected sales volume is accurately calculated and based on clearly stated, fiscally sound assumptions. (possible 3-4 points)		Projected Sales Volume is not accurately calculated OR is not based on clearly stated, fiscally sound assumptions (possible 1-2 points)		Projected Sales Volume is not accurately calculated AND is not based on clearly stated, fiscally sound assumptions	4	1	4		
Projected Expenses		Projected expenses including payroll with job descriptions 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 (possible 3-4 points)		Projected expenses including payroll with job descriptions 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 (1-2 points)		Projected expenses including payroll with job descriptions 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	4	1	4		
Cash flow Projection (budget)		Cash flow projection is accurately calculated, comprehensive and shows a reasonable prediction of time to break-even (possible 3-4 points)		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 (possible 1-2 points)		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	4	1	4		
Inventory Evaluation		Comprehensive description of inventory to be purchased, detailed plans for future inventory management; includes analysis for opening inventory and net terms if a start-up pharmacy (possible 3-4 points)		Description of inventory to be purchased present but contains few details for management; includes analysis for opening inventory OR net terms for inventory purchases if a start-up	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	4	1	4		
Cost per Square Foot Evaluation			Cost per square foot is accurately calculated and is a reasonable contribution to overhead. (possible 2-3 points)		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.	3	1	3		
Pro Forma Income Statement					3-year pro forma income statement is accurately calculated	3-year pro forma income statement is missing or inaccurate	1	3	3		
Marketing Budget			Sufficient marketing budget for planned materials and activities. (possible 2-3 points)		Marketing budget present but costs not accurate or insufficient reasoning given for expenses.	Marketing budget absent	3	1	3		
<i>If team is graded less than the maximum possible, please use the gray space to provide feedback to team:</i>									Total: Financial Documents	25	0

Supporting Documentation		1 Point	0 Points	Max Points	Weight	Max Points with Weight	Score	
Curriculum Vitae		Curriculum Vitae provided for all buyers (allowed to be fictitious)	Not Included	1	1	1		
Personal Financial Statement		Personal Financial Statement provided for all buyers (allowed to be fictitious)	Not Included	1	1	1		
References		Accurate and appropriate footnotes or references	Not Included	1	1	1		
Lease or real estate title (or purchase agreement)		Lease or real estate title (or purchase agreement) provided	Not Included	1	1	1		
Blue print or floor plan drawing		<i>Blue print or floor plan drawing graded in Physical Description section</i>						
<i>If team is graded less than the maximum possible, please use the gray space to provide feedback to team:</i>						Total: Supporting Documentation	4	0

Feasibility / Ability to Implement		4 Points	3 Points	2 Points	1 Point	0 Points	Max Points	Weight	Max Points with Weight	Score
Current Pharmacy Marketplace		The information presented in the document reflects current pharmacy marketplace; assumptions or projections for the future are reasonable anticipated changes (possible 3-4 points)		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	4	1	4	
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.	2	2	4	
<i>If team is graded less than the maximum possible, please use the gray space to provide feedback to team:</i>							Total: Feasibility / Ability to Implement:		8	0

Originality & Creativity		2 Points	1 Point	0 Points	Max Points	Weight	Max Points with Weight	Score		
Originality of business plan		Document describes innovative, 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	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 is completely unoriginal or plagiarized	2	1	2			
Creativity of business plan		Document describes unique, thorough and creative approach to new business or updating current business	Document shows creative approach to new business and/or updating current business, but financial or future considerations are not included	Document is completely unoriginal or plagiarized	2	1	2			
Competitive Edge		Plan's originality and creativity shows competitive edge over other pharmacies in same market (possible 1-2 points)		Plan's originality and creativity does not show competitive edge over other pharmacies in same market	2	1	2			
If team is graded less than the maximum possible, please use the gray space to provide feedback to team:							Total: Originality & Creativity		6	0

Neatness / Professionalism		2 Points	1 Point	0 Points	Max Points	Weight	Max Points with Weight	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.	1	1	1			
Organization of Plan		Document is logically organized according to rubric (possible 1-2 points)		Document lacks logical organization or does not follow order of rubric	2	1	2			
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.	1	1	1			
If team is graded less than the maximum possible, please use the gray space to provide feedback to team:							Total: Neatness / Professionalism		4	0

Additional Comments:

Please note, your feedback is a critical part of this competition. Grades without any feedback will be sent back. Any questions about the rubric or feedback should be emailed to studentaffairs@ncpa.org

Domain	Max Points with Weight	Team Score
Cover Sheet	2	0
Table of Contents	1	0
Mission, Vision, Executive Summary	8	0
Description of Business	12	0
Physical Description of the Business	7	0
Summary of Loan Request	13	0
Marketing Plan	10	0
Financial Documents	25	0
Supporting Documents	4	0
Feasibility / Ability to Implement	8	0
Originality & Creativity	6	0
Neatness & Professionalism	4	0
Total	100	0
FINAL SCORE:		0