

WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted with the entry. Do **not** include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

LEARN AND EARN PROJECT

- Title of the project
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of participants
- Date

Title page will **not** be numbered.

TABLE OF CONTENTS. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will **not** be numbered.

BODY OF THE WRITTEN ENTRY. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered "1" and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY

One- to three-page description of the project

II. INTRODUCTION

The type of project proposed, a brief description of the major product/service involved, sources of information (resource materials, presentations, etc.), a brief description of advisors and their involvement

III. ANALYSIS OF THE BUSINESS SITUATION

A. Trading area analysis

General data: geographic, demographic, economic; competitive data: present competitors (listed and briefly described), competitive advantages and disadvantages of the proposed project

B. Market segment analysis

Customer buying behavior related to the proposed project

IV. PLANNED OPERATION OF THE PROPOSED PROJECT

A. Proposed organization

Start-up steps to form the project; planned personnel (or functional) needs; proposed staffing to handle managerial, financial, marketing, production (if applicable) functions; proposed organization chart

B. Proposed product/service

Details of product(s)/services(s) to be offered; include potential suppliers, inventory policies, if applicable. If the project is a service project, appropriate information about plans to provide the service, including necessary supplies, etc.

C. Proposed marketing strategies

Proposed promotional program, promotional activity(ies), media availability, costs, promotional plan outline

D. Projected budget

1. Projected operating budget
2. Rationale for the projected budget

V. OUTCOMES

A. General project implementation

Describe project implementation, unusual or unforeseen challenges or successes and the methods of handling them

B. Learning outcomes

Describe what chapter members learned about marketing and management from the project

C. Earning outcomes

Document earnings and compare to the projected budget



1 to 3
PARTICIPANTS



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