

AGRICULTURAL MARKETING PLAN

Revised 7/20/07 to National FFA Format

Purpose:

To assist students to gain an understanding of the marketing process through the development and presentation of a marketing plan.

Objectives:

- 1 To develop an understanding of the marketing plan process.
- 2 To provide an activity to focus students and community attention on the agrimarketing curriculum.
- 3 To allow students to explore and prepare for possible careers in agrimarketing.
- 4 To help develop partnerships and improve relations with agricultural industries, local FFA chapters and the general public.

Event Rules:

- 1 **Team Make-up**
A team will consist of three members listed at the state and national levels from the same chapter. There are no alternates allowed in competition. On the three team members can take an active role in the set-up of props, in the presentation of materials or use of technology during the presentation.
- 2 The event is open to two teams per chapter.
- 3 It is highly recommended that participants be in official FFA dress at all events.
- 4 At least three qualified judges will be used. If more than six teams are in a section, two sets of judges should be used. Judges should be selected to represent a mix of industry, education and communication, if possible. They should have some understanding of the marketing planning process.
- 5 The judges will give a written evaluation after the finals and scoring is completed.
- 6 Five copies of the plan must be submitted to the State FFA office postmarked on or before the designated deadline posted on the NM FFA Activity Calendar.
- 7 A timekeeper will be designated, possibly from one of the three judges.

Event Format:

A Description of Event

Marketing plan is designed to help students with developing practical skills in the marketing process through the development and presentation of a marketing plan. Students research and present a marketing plan for an agricultural product, supply or service. It is intended as a competitive activity involving a team of three persons working for a local community agribusiness to support the FFA's outreach mission.

Local chapters may involve the entire chapter, a specific agriculture class or a three-person team. The intent is to have a three-person team present the results of primary research involving the local community that provides a reasonable and logical solution to a marketing problem. Understanding of the marketing process is manifested in the marketing plan, which is presented in a five to eight page document and in a live presentation before qualified judges. Though only three individuals are on a team, any number of students may assist with the primary and secondary research.

B Equipment

Equipment provided at the event site - Two tripod easels (24" x 36"); one overhead projector and screen; one podium; one table and three chairs.

C Team Activity

1 Written Plan - (35 points)

- a Select a local community agricultural business that serves the community and decide on the product or service for the marketing plan. Work with either existing or start-up situations. Plan to work with an off campus organization. Do not use your chapter as a client.
- b Teams are responsible for providing their own equipment.
- c A marketing plan deals 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 two-year time frame might be needed, which would mean the inclusion of the two years following the current year. Marketing plans may vary from one to ten years depending on your client and the type of product or service.
- d The project outline should include the following aspects of the marketing process:
 - 1 Analysis of market - "Where are we now?" "Why were we hired?" (10 points)
 - a Industry trends

- b Buyer profile and behavior
 - c Competition's strengths and weakness
 - d Your product's firm's strengths and weakness
 - e Original research results
- 2 Business Proposition - "Where do we want to be?" (5 points)
- a Key planning assumptions (cite sources of information)
 - b Measurable and attainable goals - must be measurable, have completion dates, be specific and be attainable
 - c Target market - identify specific market segments, which achieve your goals
- 3 Strategies and Action Plan - How and when will be get there? (10 points)
- a Product attributes: size, quality, service etc.
 - b How will you distribute and sell?
 - 1 marketing channels
 - 2 physical distribution modes
 - c What will be the price structure?
 - d How will you promote the products? Which promotional activities, or combinations of activities, are appropriate for your product or service? How much promotion can you afford?
 - 1 personal selling
 - 2 direct sales promotion
 - 3 public relations
 - 4 advertising - mass media
 - e Develop a mission statement and predict competitor reactions, if any.
- 4 Projected budget - "How much will it cost to get there?" (5 points)
- a What will be strategies cost?
 - b Pro forma income statement which highlights cost of the strategies on an incremental or start-up basis
 - c Calculate the financial return of the marketing plan
- 5 Evaluation - "Did we get there?" (5 points)
- a Specific measurement tools to measure the accomplishments of the goals at the end of the time period
 - b Recommendations for future action and contingencies

- 1 Five copies of the marketing plan must be submitted to the State office postmarked on or before the designated date on the NM FFA activity calendar
 - 2 The document will not exceed eight pages and must be ten point or larger type size
 - a title page - project title, team name, state, and date [1 page]
 - b text - marketing plan [5 pages]
 - c appendices - surveys, graphs, maps, promotional pieces, etc. [2 pages]
 - 3 Written Plan is a total of 8 pages. The 8 pages are calculated on an 8.5" x 11" basis. Different formats and page sizes can be used as long as the document does not exceed the equivalent of 8-8.5" x 11" pages.
 - 4 Written expression is important. Attention should be given to language, general appearance, structure and format.
- 2 Live Presentation - (65 points)
- 1 Each team will be allowed 5 minutes to set up before their 15-minute time allowance begins and 3 minutes to reset the equipment, as they found it, after the presentation. If there is an equipment failure during the presentation, the team will be allowed five minutes to set up again.
 - 2 A live presentation not exceeding 15 minutes durations should be planned and given. 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. The presentation will be followed by five minutes maximum of "clarifying" questions, during the preliminary and semi final rounds. During the final round, the presentation will be followed by 10 minutes maximum of "clarifying" questions. Judges will ask at least one question for each member of the team.
 - 3 The focus of the presentation should be to the top management of an agribusiness or farm. The team should assume the role of a marketing consultant, as found in industry. The team will inform the judges of their role in the team's presentation.
 - 4 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 aides are used, not how elaborate they are. Remember that visual aids should enhance and clarify what the speakers are saying; not replace them.

Scoring:

Written Plan	
Market Analysis	10 points
Business Proposal	5 points
Strategies & Action Plan	10 points
Evaluation	5 points
Budget	5 points
Points Possible	35 points
Live Presentation	
Marketing Process	25 points
(Demonstrate understanding of the five parts of the marketing plan)	
Original Research	15 points
(Evidence of meaningful original market research)	
Effectiveness of the Presentation	10 points
(Organization, professionalism, effectiveness of visuals and adherence to guidelines)	
Questions & Answers	15 points
Points Possible	65 points
Total Points Possible	100 points

Participants shall be ranked in numerical order on the basis of the final score to be determined by each judge without consultation. The judges' ranking of each participant then shall be added, and the winner will be that participant whose total ranking is the lowest. Other placings will be determined in the same manner (low rank method of selection).

Tiebreaker

Ties will be broken based on the greatest number of low ranks. Team 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. The team with the lowest rank from the response to questions will be declared the winner. If a tie still exists then the team's raw scores will be totaled. The team with the greatest total of raw points will be declared the winner.

REFERENCES

- * Instructional Packet - **Marketing Plan Project**, Jasper S. Lee.
Funded as a Special Project of the National FFA Foundation by Rhone-Poulenc Ag. Company.

- * Yorke. **Agrimarketing Project**. Acro Press, 1994.
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GLOSSARY

1. **agri-marketing** - The broad field of marketing agricultural food and fiber commodities produced on the farm.
2. **capital good** - A good which is used to produce other goods. Example: fertilizer to the agricultural producer.
3. **capitalism** - An economic system based on private ownership of property and freedom of individuals to buy and sell as they wish.
4. **competition** - When there are a number of suppliers in a market and each attempts to attract buyers, but none has sufficient supply to manipulate the price.
5. **cooperative corporation** - An association of people for their mutual benefit in buying and selling; common in agricultural industry.
6. **corporation** - A business owned by shareholders.
7. **demand** - The quantity of something that will be bought at a given price at a particular time.
8. **economic system** - The system that allows for goods and services to be created and exchanged. Example: capitalism.
9. **free enterprise** - The same as capitalism; also known as private enterprise.

10. **input** - Something that is put into farming. Example: fertilizer.
11. **marketing** - All of the functions involved in moving products from the point of production to consumer in the form the consumer desires.
12. **marketing plan** - The process of developing a market plan.
13. **output** - The produce of farms. Example: food and fiber.
14. **partnership** - A business owned by two or more individuals.
15. **profit** - The excess of returns over expenses in a transaction. (Sales - Cost = Profit)
16. **self-sufficient** - Maintaining oneself without outside assistance. Example: Self-sufficient farmers produce everything they need for subsistence.

17. **sole proprietorship** - A business owned by one individual.
18. **supply** - In economics, it is the quantity of something that is available for sale. In agriculture, it refers to certain inputs that are used in production agriculture.

MARKETING PLAN SCORE SHEET

Team No: _____

Chapter No : _____

	Possible Points	Earned	Comments
WRITTEN PLAN			
* Market Analysis	10		
* Business Proposal	5		
* Action Plan	10		
* Evaluation	5		
* Budget	5		
Written Plan Total Points	35		
PRESENTATION			
* Marketing Process (Understanding and clear presentation of the 5 parts of the marketing plan)	25		
*Primary Research (Involvement in solving a local community-oriented agribusiness marketing problem)	15		
*Effectiveness of Presentation (Organization, professionalism, effectiveness of visuals and adherence to guidelines)	10		
*Questions and Answers	15		
Presentation Total	65		
SUB-TOTAL (Written & Presentation)	100		
DEDUCTIONS			
Deduct 5 points for each minute, or major fraction thereof, the presentation went over 15 minutes.			
NET TOTAL POINTS			
TEAM RANKING:			

Judge's Name

Judge's Signature

Date