

GSM Business Plan Rubric

Criteria	Very Good	Good		Poor	
	5	4	3	2	0-1
Business/ Startup Description	An overview of the business/startup idea is clearly, creatively, and persuasively presented, and includes (but is not limited to) the rationale for the proposal, business vision, mission, goals, focus, value proposition, products, and/or services offered.	An overview of the business/startup idea is presented and includes most but not all of the key components. Overview may lack clarity, creativity, or persuasiveness.	An overview of the business/startup idea is discussed, but there are lapses in describing some key components. Overview may lack clarity, creativity, or persuasiveness.	An overview of the business/startup idea is partially presented. Many key components are unclear and need refinements.	An overview of the business/startup idea is poorly presented. Many key components are missing. Need major refinements.
Industry/ Market Analysis	Provides complete, comprehensive, and advanced industry/market analysis, including but not limited to industry/market size and maturity, opportunities and threats, overall industry/market outlook, and major competitors. Clearly explains how the proposed business/startup idea is distinct from others.	Provides complete and satisfactory industry/market analysis, including a large portion but not all of the key components. The analysis needs minor refinements. Explains how the proposed business/startup idea is distinct from others.	Provides almost complete industry/market analysis, including a large portion but not all of the key components. The analysis needs some refinements. Reasonably explains how the proposed business/startup idea is distinct from others.	Provides incomplete industry/market analysis. Many parts of the analysis are poorly discussed. Somewhat explains how the proposed business/startup idea is distinct from others with effort.	Provides largely incomplete industry/market analysis. Many important parts of the analysis are missing. Fails to explain how the proposed business/startup idea is distinct from others.
Management Team	The form of business ownership (e.g., sole proprietorship, partnership, corporation) and management team are clearly defined and appropriate. The reasoning for the choice of ownership and composition of the management team is comprehensively explained.	The form of business ownership and management team are defined and appropriate. The reasoning for the choice of ownership and composition of the management team is distinctly explained.	The form of business ownership and management team are defined and appropriate. The reasoning for the choice of ownership and/or composition of the management team is satisfactorily explained.	The form of business ownership and management team are chosen, but the reasoning is poorly explained or not provided.	The form of business ownership or management team is missing.

<p>Marketing Plan</p>	<p>Comprehensively defines potential target market.</p> <p>Comprehensively discusses marketing mix, including but not limited to a complete line of product/service offerings, selling at what price points, distribution channels and promotion plans.</p> <p>Unique selling point (USP) is explicitly explained.</p>	<p>Clearly defines potential target market.</p> <p>Distinctly discusses marketing mix.</p> <p>USP is good and explicitly explained.</p>	<p>Satisfactorily defines potential target market.</p> <p>Satisfactorily discusses marketing mix.</p> <p>USP is satisfactory and explicitly explained.</p>	<p>Partially defines potential target market.</p> <p>Superficially discusses marketing mix</p> <p>USP is unclear and/or missing.</p>	<p>Fails to define potential target market and/or fails to develop a sound marketing plan.</p>
<p>Operation and Development Plan</p>	<p>Elucidates concrete and thorough resources, technologies, and tasks that are needed to realize the proposed business/startup plan.</p> <p>Comprehensively and thoroughly discusses the plan will be executed in the short, mid, and long term range.</p>	<p>Provides a basic list of major resources, technologies, and tasks to realize the proposed business/startup plan.</p> <p>Discusses how plan will be executed for a specific time frame but may lack minor details.</p>	<p>Provides some resources, technologies, and tasks to realize the proposed business/startup plan.</p> <p>Discusses how plan will be executed for a specific time frame but lacks depth.</p>	<p>Provides resources, technologies, and tasks to realize the proposed business/startup plan in a limited manner. Necessary resources and/or tasks are also missing.</p> <p>Few discussions with an effort on how things will be executed.</p>	<p>Fails to provide necessary resources, technologies, and tasks to realize the proposed business/startup plan for the specific time frame.</p> <p>No discussion on how things will be executed.</p>
<p>Financial Plan and Risk Mitigation</p>	<p>Includes comprehensive and realistic startup/business costs.</p> <p>Provides clear, feasible sales forecasts, profit projection, and sensitivity analysis with supporting evidence.</p> <p>Comprehensively explains risk mitigation.</p>	<p>Includes realistic startup/business costs.</p> <p>Provides reasonable sales forecasts, profit projection, and sensitivity analysis with supporting evidence.</p>	<p>Includes some startup/business costs.</p> <p>Provides sales forecasts, profit projection, and sensitivity analysis with limited evidence.</p> <p>Superficially explains risk mitigation.</p>	<p>Poor estimation of startup/business costs.</p> <p>Poor projection of sales, profit and sensitivity analyses.</p> <p>Risk mitigation is missing or poorly explained.</p>	<p>Startup costs and revenue projection are mentioned with no explanation and may be incorrect. Sales forecasts, sensitivity analysis and risk mitigation are missing.</p>

		Explains risk mitigation but lacks some depth.			
Social impact and environmental impact	Both social impacts and environmental impacts are clearly articulated and embedded in the plan.	Both social impacts and environmental impacts are articulated and embedded in the plan but may lack depth.	Social impacts and environmental impacts are superficially articulated and embedded in the plan.	Social and/or environmental impacts are poorly articulated.	Social and/or environmental impacts are not articulated.
Business Model	Proposes a comprehensive business model that visualizes and clearly describes including but not limited to-the value proposition, key components from customer side, business/operation side, revenue stream, and cost structure.	Proposes a business model that visualizes and includes a large portion of the key components.	Proposes a business model that includes some key components.	Proposes an incomplete business model. Many parts are poorly identified/missing and/or do not make logical sense.	Business model is missing or is incomprehensible.
Organization	Overall structure is very logical and easy to follow. Writing is clearly organized around a central theme. Ideas flow smoothly from one to another and are cohesive. The reader can clearly and easily follow the line of reasoning.	Overall structure is reasonably logical. Writing demonstrates good grasp of organization, with few discernible themes. The reader is clear about what writer intends.	Overall structure is logical. Writing demonstrates some elements of organization, but lacks cohesion. The reader is generally understanding about what writer intends but some clarification may be needed	Overall structure and logic can only be discerned with effort. Writing is rambling and unfocused. The reader cannot identify a clear line of reasoning in many parts.	Overall structure is neither logical nor apparent. Writing is very disorganized. There is no focus. The reader cannot identify a clear line of reasoning nor understand the authors' intentions.
Grammar	Free or almost free of grammatical, spelling or punctuation errors. Word choice is consistently precise and appropriate. Errors that do occur do not detract from the overall product.	Few grammatical, spelling or punctuation errors. Word choice is appropriate. Errors may be slightly distracting but meaning is still clear.	Noticeable but acceptable grammatical, spelling and/or punctuation errors. Word choice is not always consistent/appropriate. Errors can be distracting.	Many grammatical, spelling and/or punctuation errors. Some words are used inappropriately. Errors may impede meaning.	Grammar, spelling, and/or punctuation errors impede meaning. Inappropriate word choice limits meaning.

Citation of Sources	Facts and sources that support claims are rich, and consistently and correctly cited in APA format. Referencing has been done in an accurate manner.	Facts and sources that support claims are correctly cited with some exceptions. Referencing is generally done in a proper manner.	Although facts and sources that support claims are cited and referenced, some statements are unsubstantiated. The reader may be confused about the source of information and ideas.	Facts and sources are poorly cited and referenced. They are missing and/or incorrect.	Facts and sources are not cited/referenced beyond reasonable omissions, or they are false.
Format*	Follows all the requirements set by the college/research committee.	Follows most of the requirements set by the college/research committee.	Occasionally follow the requirements set by the college/research committee.	Rarely follow the requirements set by the college/research committee.	Does not follow the requirements set by the college/research committee.

* Format of Business Plan

- a. Title Page
- b. Certification Page (indicating the contents of the Research Project as original and/or properly referenced)
- c. Acknowledgments (for any support and advice received)
- d. Executive Summary
- e. Table of Contents (in sufficient detail)
- f. List of Tables/Figures/Appendices
- g. Business/Startup Description
- h. Industry/Market Analysis
- i. Management Team
- j. Marketing Plan
- k. Operation Plan
- l. Financial Plan and Risk Mitigation
- m. Business Model (e.g., Business Model Canvas)
- n. List of References
- o. Appendices (supporting materials in addition to the text, if any)

- Paper size: A4
- Font: **Times New Roman**
- Alignment: Left
- Paragraph indentation: 5 – 10 spaces
- Header – 12.5 mm
- Footer – 12.5 mm
- Page margins: Left & Top – 35 mm; Right & Bottom – 25 mm
- Font Size: Chapter Titles – 14 point, Main Text – 12 point, Footnotes, page numbers, sources, etc. – 9 point
- Space: Main Text – double spaced
Footnotes/Endnotes, Charts/Figures/Captions, References, Appendices, etc. – single spaced
- Leave 2 lines between the previous section and the subtitle of the new section
- Leave 1 line between paragraphs
- Each chapter has to start on a new page

The length of a Business Plan, excluding references and any appendices, shall be approximately 8,000-15,000 words. However, the length may vary depending on the discipline and shall be set by the Division.

Business Plan

**Title Must Be Written with Only the
First Letter of Each Word in Capitals
(Articles and Prepositions Excluded):**

Title Should Be Concise

by

LAST NAME First Middle
(as shown on your student ID)

52123456

March 2025
(Month/Year of graduation)

Business Plan Presented to

Ritsumeikan Asia Pacific University

In Partial Fulfillment of the Requirements for the Degree of

Master of Business Administration

Certification Page (Sample)

I, Name as Shown on ID (Student ID 52123456) hereby declare that the contents of this Business Plan are original and true, and have not been submitted at any other university or educational institution for the award of degree or diploma.

All the information derived from other published or unpublished sources has been cited and acknowledged appropriately.

LAST NAME, First Middle
YYYY/MM/DD

Acknowledgements

This page is optional for those whose contributions and supports are to be acknowledged.

This section is written in the first person. Here, the author expresses appreciation to persons and organizations who have contributed significantly to the completion of the study and the Business Plan.

Executive Summary

This is an executive summary of the Business Plan. It must be written in English.

The summary should state the problem, describe the methods and procedures used, and give the main results or conclusions of the research.

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List of Tables

The list of tables is included only if there are tables in your project report. These are listed here along with their caption (description) and the page number where they appear (see example).

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Introduction

1.1 Introduction

Begin the Business Plan here. The line spacing must be set to double-space and printed single side.

List of References

Hanging indentation should be used for the List of References (all lines after the first line of each entry should be indented from the left margin).

The List of References should include all sources cited in the Research Project arranged in alphabetical order. Entries should be alphabetized by the family name of the first author of each work. Family names should be printed first, followed by a comma and then by initials of other names.

For multiple works by the same author(s), entries should be listed in chronological order, starting from earliest to most recent.

Maintain the punctuation and capitalization that is used by the journal in its title.

Although there are several citation styles, APU recommends using APA style.

Books:

Author, A. A. (Year of publication). *Title of work: Capital letter also for subtitle*. Location: Publisher.

Articles:

Author, A. A., Author, B. B., & Author, C. C. (Year). Title of article. *Title of Periodical*, volume number(issue number), pages. <http://dx.doi.org/xx.xxx/yyyy>

Electronic Sources:

Author, A. A., & Author, B. B. (Date of publication). Title of article. *Title of Online Periodical*, volume number(issue number if available). Retrieved from <http://www.someaddress.com/full/url/>