



Business &  
Entrepreneurship  
Center

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## Youth Business Plan Competition

**Saturday, December 11, 2010, 2010**

9:00am to 3:00pm

Napa Valley College, Rm# 831

2277 Napa Vallejo Hwy, Building 800, Room 838, Napa

Prizes will be awarded in two divisions -- High School and College. This Competition is open to high school and college students (ages 14yrs. -27yrs. that qualify) who want to explore the world of business. For more information, videos and announcements visit: [www.nvcyep.org](http://www.nvcyep.org).

### Free Business Planning Clinics

Wednesdays, 5 pm to 7:30 pm

Oct. 27, Nov. 10 & 17 and Dec. 1 & 8

**Location: Napa Valley College, McCarthy Library, Bldg. 1700, Rm. 1706**

Receive free, practical, hands-on training from NVC certified business advisors at the Business Planning Clinics and One-on-One Business Advising by appointment to assist you in completing your plan. Call the NVC Small Business Development Center to pre-register and schedule your appointment (707) 253-3210.

### The Youth Business Plans will be judged by the following standards:

- The plan begins with an introduction that demonstrates the logic behind the business that you selected to start and reflects the strong organizational structure needed to run a business.
- The plan is supported by comprehensive research of the target customer, including current competitor analysis, environmental analysis and knowledge of the industry in which you are starting.
- The plan lists appropriate target markets that demonstrate a strong understanding of focus in a business plan.
- The product, price, promotion, and distribution sections of the plan support the target markets selected.
- The plan addresses the operational, customer service, management and human resource elements of the business.
- The financial plan is realistic and represents that you have thoroughly researched the costs of running the business.
- Your plan contains strong logical arguments why this business would be viable.
- Your plan's presentation is creative and believable

### Deadline for entries Wednesday December 1<sup>st</sup>, 2010

First Prize College Division -\$1,000 Cash

First Prize High School Division - \$500 Cash

Entries can be submitted by; 1) Emailing your business plan to Charlie Monahan @ [cmonahan@napavalley.edu](mailto:cmonahan@napavalley.edu); 2) Placing your entry in the Beth Pratt's box in the Mailroom at NVC; or 3) Dropping your entry off at the Napa Valley College Career Technical Office in Building 4100, Rm. 4106. **All entries must be submitted by 5pm on December 1<sup>st</sup>!**