Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- | --- | --- | --- |
| **Component (Points Possible In Parenthesis)**  | **5****Complete and correct – exceeds standards** | **4****Missing 1-2 parts – meets standards** | **3****Missing 3-4 parts – adequate minimum standards** | **2****Missing 5-6 parts – some effort but lacking in major areas** | **1****Minimal effort – little evidence of completeness – major flaws** | **0****Section completely missing or no effort to include** |
| **Executive Summary** x2 (10 points )* Mission statement
* Name, location, dates of opening, owner contact and info, and opportunity
 |  | .  |  |  |  |  |
| **Market Research x 2 (10 points)*** Description of company, products, services, customers
* Market Analysis
 |  |  |  |  |  |  |
| **Marketing Mix x 2 (10 points)*** **Marketing Strategy**
* **4 P’s addressed**

 |  |   |  |  |  |  |
| **Financial Standings x 2 (10 points)*** Narrative discussion
* Balance Sheet
* Income statement
 |   |   |  |  |  |  |
| **Organizational Structures x2 (10 points)*** Form of ownership and rationale
* Organizational structure/Management structure
* Operations Management
 |   |   |  |  |  |  |

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| **Growth Plan x 2 (10 Points)*** Business growth
* Product differentiation for growth
* Long term and short term goals
* Challenges
* Exit strategy
 |   | .  |  |  |  |  |
| **Source List 5 points**\*Make a list of all sources you used on this project. – most sources will come from market research and competitor info.  |  |  |  |  |  |  |
| **Appendix 5 points**Include ALL graded worksheets. | . |  |  |  |  |  |
| **Meets general project criteria x2 (10 points)*** **Typed**
* **Binder**
* **Tabs**
* **Organized**
* **All parts there**
 |  |  |  |  |  |  |
| **Presentation x 4 (20 points)*** **All aspects represented**
* **Good tone and voice**
* **Good design and organization**
 |  |  |  |  |  |  |