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** |  |  |  |  |  |  |