**Business Plan Rubric**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 0 | 1 | 2 | 3 | 4 |
| **Description** | Nothing Given | Description is shown |  |  |  |
| **Capital Goods** | Nothing Given | Only 1 requirement is shown | All requirements are shown |  |  |
| **Location** | Nothing Given | Only 1 requirement is shown | 2 requirements are shown | 3 requirements are shown | All requirements are shown |
| **Labor** | Nothing Given | 1 requirement is shown | all requirement are shown |  |  |
| **Division of Labor** | Nothing Given | 1 requirement is shown | 2 requirements are shown | All requirements are shown |  |
| **Targets** | Nothing Given | 1 requirement is shown | All requirements are shown |  |  |
| **Product Description** | Nothing Given | 1 requirement is shown | 2 requirements are shown | All requirements are shown |  |
| **Product Drawing** | Nothing Given | Picture is drawn |  |  |  |
| Total = \_\_\_\_ /18 | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 0 | 1 | 2 | 3 | 4 |
| **Utility** | Nothing Given | Utility is shown |  |  |  |
| **Market** | Nothing Given | Market is described |  |  |  |
| **Competitors** | Nothing Given | Competitors are listed |  |  |  |
| **Product Difference** | Nothing Given | Product Difference is described |  |  |  |
| **Sale Price** | Nothing Given | Price is given |  |  |  |
| **Competitors Price** | Nothing Given | Competitors price is shown |  |  |  |
| **Money** | Nothing Given | How much money can be made is shown |  |  |  |
| **Trending** | Nothing Given | 1 requirement is shown | All requirements are shown |  |  |
| **Advertising** | Nothing Given | 1 way is shown | 2 ways are shown | 3 ways are shown |  |
| **Demand Schedule** | Nothing Given | 1-2 prices are listed | 3-4 prices are listed | 5-6 prices are listed |  |
| **Focus Group** | Not Done | Advertisement done but nothing else | Advertisement and data recorded | Advertisement and data recorded with 1-2 follow up questions | Advertisement and data recorded with all 3 follow up question |
| Total = \_\_\_\_ /19 | | | | | |

**Market Research Rubric**

**Factors of Demand Rubric**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| **Good for Business** | Nothing Given | 1 Factor Listed | 2 Factors Listed | 3 Factors Listed | 4 Factors Listed | 5 Factors Listed | All Factors Listed |
| **Bad for Business** | Nothing Given | 1 Factor Listed | 2 Factors Listed | 3 Factors Listed | 4 Factors Listed | 5 Factors Listed | All Factors Listed |
| Total = \_\_\_\_ /12 | | | | | | | |

**Factors of Production and Supply Rubric**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 0 | 1 | 2 | 3 | 4 |
| **Factors of Production** | Nothing Given | Only 1 requirement is shown | 2 requirements are shown | 3 requirements are shown | All requirements are shown |
| **Marginal Product Schedule** | Nothing Given | 1-2 workers are listed and complete | 3-4 workers are listed and complete | 5-6 workers are listed and complete | All workers are listed and complete |
| **Supply Schedule** | Nothing Given | 1-2 prices are listed and complete | 3 prices are listed and complete | 4 prices are listed and complete | All prices are listed and complete |
| **Supply Curve** | Nothing Given | Supply Curve is drawn |  |  |  |
| **Guiding Questions 1** | Nothing Given | 1-2 questions are answered | 3-4 questions are answered | All questions are answered |  |
| **Input Costs** | Nothing Given | Input costs are described |  |  |  |
| **Labor Productivity** | Nothing Given | Labor Productivity is described |  |  |  |
| **Technology** | Nothing Given | Technology is described |  |  |  |
| **Government Action** | Nothing Given | Government Action is described |  |  |  |
| **Producer Expectations** | Nothing Given | Producer Expectations are described |  |  |  |
| **Number of Producers** | Nothing Given | Number of Producers are described |  |  |  |
| **Guiding Questions 2** | Not Done | 1 question is answered | 2 questions are answered | All questions are answered |  |
| Total = \_\_\_\_ /25 | | | | | |

**Pricing Rubric**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 0 | 1 | 2 | 3 | 4 |
| **Equilibrium Price** | Nothing Given | Equilibrium Price is shown |  |  |  |
| **Shortages** | Nothing Given | Shortages are addressed |  |  |  |
| **Surplus** | Nothing Given | Surplus is addressed |  |  |  |
| **Price Controls** | Nothing Given | 1 requirement is shown | All requirements are shown |  |  |
| **Competition** | Nothing Given | 1 requirement is shown | All requirements are shown |  |  |
| **Lowering Costs** | Nothing Given | 1 requirement is shown | 2 requirements are shown | All requirements are shown |  |
| Total = \_\_\_\_ /10 | | | | | |

**Essay Rubric**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 0 | 1 | 2 | 3 | 4 |
| **Introduction** | Nothing Given | 1-2 requirements are shown | 3 requirements are shown | 4 requirements are shown | All requirements are shown |
| **Factors of Demand that Affect Your Business** | Nothing Given | 1 requirement is shown | 2 requirements are shown | All requirements are shown |  |
| **Supply** | Nothing Given | 1 requirement is shown | All requirements are shown |  |  |
| **Costs of Production** | Nothing Given | 1-2 requirements are shown | 3 requirements are shown | 4 requirements are shown | All requirements are shown |
| **Factors of Production** | Nothing Given | 1 requirement is shown | 2 requirements are shown | All requirements are shown |  |
| **Pricing** | Nothing Given | 1 requirement is shown | 2 requirements are shown | All requirements are shown |  |
| **Your Offer and why it’s worth it** | Nothing Given | 1 requirement is shown | 2 requirements are shown | 3 requirements are shown | All requirements are shown |
| **Length** | Nothing Given | 1 page | 2 pages | 3 pages |  |
| **Sources** | Nothing Given | Sources shown |  |  |  |
| Total = \_\_\_\_ /27 | | | | | |

**Presentation Rubric**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 0 | 1 | 2 | 3 | 4 |
| **Initial Offer** | Nothing Given | Initial Offer Given |  |  |  |
| **Numbers** | Nothing Given | 1 requirement is given | 2 requirements are given | All requirements are given |  |
| **Projected Sales** | Nothing Given | Projected sales are offered |  |  |  |
| **Retailers** | Nothing Given | Retailers are listed |  |  |  |
| **Supply** | Nothing Given | 1 requirement is given | 2 requirements are given | All requirements are given |  |
| **Marketing** | Nothing Given | 1 requirement is given | All requirements are given |  |  |
| **Patent** | Nothing Given | Patent is discussed |  |  |  |
| **Model** | Nothing Given | Model is present |  |  |  |
| **Negotiation** | Nothing Given | Negotiation is performed |  |  |  |
| Total = \_\_\_\_ /14 | | | | | |

**Was a deal made?**

**YES**

**NO**

**Project Total: \_\_\_\_\_\_\_\_\_\_\_ / 125**

**Project Grade: \_\_\_\_\_\_\_\_\_\_\_ / 100**