

# Business Plan Part IV

Criteria	Ratings						Pts
Overall Quality	<b>5 pts Full Marks</b> Paper appears professional and is well-formatted. Use of 12-point font and single-spaced. Citations are from credible and relevant resources & are formatted consistently. Cover page included & grading rubric attached.	<b>4 pts Partial Marks</b> Paper appears professional and is well-formatted. Missing no more than one component from the 5-point category.	<b>3 pts Partial Marks</b> Paper includes multiple formatting errors. Missing two or more components from 5-point category.	<b>2 pts Partial Marks</b> Paper includes multiple formatting errors. Missing three or more components from 5-point category.	<b>1 pts Partial Marks</b> Paper includes multiple formatting errors. Missing most components from 5-point category.	<b>0 pts No Marks</b> Missing multiple components . Works cited page missing.	5 / 5 pts
Company Summary (KRDN 4.1)	<b>5 pts Full Marks</b> Includes description of product & service offered. Describes problem company is trying to solve. Includes mission statement. No more than 2 paragraphs in length.	<b>4 pts Partial Marks</b> Missing no more than one component from the 5-point category.	<b>3 pts Partial Marks</b> Missing two or more components from 5-point category.	<b>2 pts Partial Marks</b> Missing three or more components from 5-point category.	<b>1 pts Partial Marks</b> Missing most components from 5-point category.	<b>0 pts No Marks</b> Missing multiple components .	5 / 5 pts
Executive Summary (KRDN 4.1)	<b>10 to &gt;8 pts Full Marks</b> Written concisely & persuasively . Includes all major sections of the business plan. Includes compelling reason for investment. No more than one	<b>8 to &gt;6 pts Partial Marks</b> Missing no more than one component from the 5-point category.	<b>6 to &gt;4 pts Partial Marks</b> Missing two or more components from 5-point category.	<b>4 to &gt;2 pts Partial Marks</b> Missing three or more components from 5-point category.	<b>2 to &gt;0 pts Partial Marks</b> Missing most components from 5-point category.	<b>0 pts No Marks</b> Missing multiple components .	10 / 10 pts

Health Repercussions & Analysis	10 to >8 pts Full Marks	8 to >6 pts Partial Marks	6 to >4 pts Partial Marks	4 to >2 pts Partial Marks	2 to >0 pts Partial Marks	0 pts No Marks	10 / 10 pts
	Discusses health repercussions of business in regards to target market. Discusses health repercussions of business in regards to environment. Includes at least one consideration for sustainable planning. Uses at least 5 relevant resources.	Missing no more than one component from the 5-point category.	Missing two or more components from 5-point category.	Missing three or more components from 5-point category.	Missing most components from 5-point category.	Missing multiple components.	