

Team Name \_\_\_\_\_

**Part 1 Feasibility Plan Market Analysis Grading Rubric (print and submit as a separately stapled doc with your plan)**

Requirements Each section is also evaluated for use of class terminology	Possible percent	Actual Percent	Exceeds expectation	Meets expectation	Below expectation	What happened?
	General information is appropriate for the product and a good introduction to the country.	5%		5	4	2
<b>Consumer target:</b> <ul style="list-style-type: none"> <li>Market identified well by demographics or other variables and selection rationale given</li> <li>Number in the target is given</li> <li>Growth trend included</li> <li>Market potential (% and number of the target) based on reasonable logic</li> <li>Market is thoroughly described</li> </ul>	15%		15	12-14	10-11	0-10
<b>Business target:</b> <ul style="list-style-type: none"> <li>Thorough list of intermediaries including absolute size of each type</li> <li>Description of major intermediaries.</li> <li>Business protocols include key items that differ from U.S. protocols</li> </ul>	15%		15	12-14	10-11	0-10
<b>Industry and competition:</b> <ul style="list-style-type: none"> <li>Thorough list of key competition (number, size)</li> <li>Competitor descriptions (competing product lines/prices, channels, promotions, strengths, etc.)</li> </ul>	15%		15	12-14	10-11	0-10
<b>Cultural and social analysis:</b> <ul style="list-style-type: none"> <li>Thorough discussion of customs, religions, values, norms, attitudes, Hofstede's dimensions, aesthetics, social institutions, and more.</li> <li>Culture discussed as applies to product area as much as possible</li> </ul>	20%		20	16-19	11-15	0-10
Profile of a typical consumer is thorough and logical.	10%		10	8-9	6-7	0-5

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<b>Research depth:</b> <ul style="list-style-type: none"> <li>• Primary research substantial and high quality</li> <li>• Secondary research substantial and high quality</li> <li>• Research used well to support the text</li> </ul>	10%	10	8-9	6-7	0-5
<b>Overall professionalism and logic:</b> <ul style="list-style-type: none"> <li>• Insightful (versus pure data dump)</li> <li>• Writing and grammatical errors/typos</li> <li>• Overall logic and flow of plan</li> <li>• Within 10 page limit</li> </ul>	10%	10	8-9	6-7	0-5
<b>Total percent</b>	<b>100%</b>				

**Comments**