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	1 Unsatisfactory 0.00%	2 Less than Satisfactory 74.00%	3 Satisfactory 79.00%	4 Good 87.00%	5 Excellent 100.00%
100.0 %Content					
15.0 %Two-Period Moving Average	Two-period moving average is not included.	Two-period moving average is present, but it lacks detail or is incomplete.	Two-period moving average is present.	Two-period moving average is clearly provided and well developed.	Two-period moving average is comprehensive and thoroughly developed with details.
15.0 %Three-Period Moving Average	Three-period moving average is not included.	Three-period moving average is present, but it lacks detail or is incomplete.	Three-period moving average is present.	Three-period moving average is clearly provided and well developed.	Three-period moving average is comprehensive and thoroughly developed with details.
15.0 %Exponential Smoothing	Exponential smoothing is not included.	Exponential smoothing is present, but it lacks detail or is incomplete.	Exponential smoothing is present.	Exponential smoothing is clearly provided and well developed.	Exponential smoothing is comprehensive and thoroughly developed with details.
15.0 %Trend-Adjusted Exponential Smoothing	Trend-adjusted exponential smoothing is not included.	Trend-adjusted exponential smoothing is present, but it lacks detail or is incomplete.	Trend-adjusted exponential smoothing is present.	Trend-adjusted exponential smoothing is clearly provided and well developed.	Trend-adjusted exponential smoothing is comprehensive and thoroughly developed with details.
20.0 %Summary Page, Including Review of Error, Recommendations on the Best Forecasting Model to Use, and Analysis of the Business Trend Data for New Business	Summary page, including review of error, recommendations on the best forecasting model to use, and analysis of the business trend data for new business startup in the	Summary page, including review of error, recommendations on the best forecasting model to use, and analysis of the business trend data for new business startup in the United States is	Summary page, including review of error, recommendations on the best forecasting model to use, and analysis of the business trend data for new business startup in the	Summary page, including review of error, recommendations on the best forecasting model to use, and analysis of the business trend data for new business startup in the United States is	Summary page, including review of error, recommendations on the best forecasting model to use, and analysis of the business trend data for new business startup in the United States is

Startup in the United States	United States is not included.	present, but it lacks detail or is incomplete.	United States is present.	clearly provided and well developed.	comprehensive and thoroughly developed with details.
10.0 %Mechanics of Writing (includes spelling, punctuation, grammar, language use)	Surface errors are pervasive enough that they impede communication of meaning. Inappropriate word choice or sentence construction is used.	Frequent and repetitive mechanical errors distract the reader. Inconsistencies in language choice (register) or word choice are present. Sentence structure is correct but not varied.	Some mechanical errors or typos are present, but they are not overly distracting to the reader. Correct and varied sentence structure and audience-appropriate language are employed.	Prose is largely free of mechanical errors, although a few may be present. The writer uses a variety of effective sentence structures and figures of speech.	Writer is clearly in command of standard, written, academic English.
10.0 %Documentation of Sources (citations, footnotes, references, bibliography, etc., as appropriate to assignment and style)	Sources are not documented.	Documentation of sources is inconsistent or incorrect, as appropriate to assignment and style, with numerous formatting errors.	Sources are documented, as appropriate to assignment and style, although some formatting errors may be present.	Sources are documented, as appropriate to assignment and style, and format is mostly correct.	Sources are completely and correctly documented, as appropriate to assignment and style, and format is free of error.
100 %Total Weightage					

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