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Grading for this assignment will be based on answer quality, logic / organization of the paper and writing skills, using the following rubric.

Points: 250	Assignment 2: Situation Analysis				
Criteria	Unacceptable Below 60% F	Meets Minimum Expectations 60-69% D	Fair 70-79% C	Proficient 80-89% B	Excellent 90-100% A
1. Analyze the customer base of the company as indicated in the provided template. Weight: 14%	Did not submit or incompletely analyzed the customer base of the company as indicated in the provided template.	Insufficiently analyzed the customer base of the company as indicated in the provided template.	Partially analyzed the customer base of the company as indicated in the provided template.	Satisfactorily analyzed the customer base of the company as indicated in the provided template.	Thoroughly analyzed the customer base of the company as indicated in the provided template.
2. Analyze the company's current situation as indicated in the provided template. Weight: 14%	Did not submit or incompletely analyzed the company's current situation as indicated in the provided template.	Insufficiently analyzed the company's current situation as indicated in the provided template.	Partially analyzed the company's current situation as indicated in the provided template.	Satisfactorily analyzed the company's current situation as indicated in the provided template.	Thoroughly analyzed the company's current situation as indicated in the provided template.
3. Examine the context of the company as indicated in the provided template. Weight: 14%	Did not submit or incompletely examined the context of the company as indicated in the provided template.	Insufficiently examined the context of the company as indicated in the provided template.	Partially examined the context of the company as indicated in the provided template.	Satisfactorily examined the context of the company as indicated in the provided template.	Thoroughly examined the context of the company as indicated in the provided template.
4. Define the collaborators of the company as indicated in the provided template. Weight: 14%	Did not submit or incompletely defined the collaborators of the company as indicated in the provided template.	Insufficiently defined the collaborators of the company as indicated in the provided template.	Partially defined the collaborators of the company as indicated in the provided template.	Satisfactorily defined the collaborators of the company as indicated in the provided template.	Thoroughly defined the collaborators of the company as indicated in the provided template.
5. Define the competitors of the company as indicated in the provided template. Weight: 14%	Did not submit or incompletely defined the competitors of the company as indicated in the provided template.	Insufficiently defined the competitors of the company as indicated in the provided template.	Partially defined the competitors of the company as indicated in the provided template.	Satisfactorily defined the competitors of the company as indicated in the provided template.	Thoroughly defined the competitors of the company as indicated in the provided template.

<p>6. Suggest three (3) recommendations on the provided template regarding what the company should become.</p> <p>Weight: 14%</p>	<p>Did not submit or incompletely suggested three (3) recommendations on the provided template regarding what the company should become.</p>	<p>Insufficiently suggested three (3) recommendations on the provided template regarding what the company should become.</p>	<p>Partially suggested three (3) recommendations on the provided template regarding what the company should become.</p>	<p>Satisfactorily suggested three (3) recommendations on the provided template regarding what the company should become.</p>	<p>Thoroughly suggested three (3) recommendations on the provided template regarding what the company should become.</p>
<p>7. Clarity, writing mechanics, and formatting.</p> <p>Weight: 16%</p>	<p>More than 8 errors present</p>	<p>7-8 errors present</p>	<p>5-6 errors present</p>	<p>3-4 errors present</p>	<p>0-2 errors present</p>



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