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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	Exem 90-10					
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.	Thoroug analyze custome of the co as indic the prov template					
2. Analyze the company's current situation as indicated in the provided	Did not submit or incompletely analyzed the company's	Insufficiently analyzed the company's current situation	Partially analyzed the company's current	Satisfactorily analyzed the company's current	Thoroug analyze compan current					

template. current situation Weight: 14% as indicated in the provided

3. Examine the

indicated in the

provided template.

context of the

company as

Weight: 14%

4. Define the

company as

Weight: 14%

5. Define the

company as

competitors of the

indicated in the

collaborators of the

provided template.

- template. 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. Insufficiently

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Did not submit or incompletely defined the collaborators of the company as indicated in the provided template.

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- situation as indicated in the provided template. **Partially** examined the context of the company as indicated in the provided template.
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6. Suggest three (3) recommendations on the provided template regarding what the company should become. Weight: 14%	Did not submit or incompletely suggested three (3) recommendations on the provided template regarding what the company should become.	Insufficiently suggested three (3) recommendations on the provided template regarding what the company should become.	Partially suggested three (3) recommendations on the provided template regarding what the company should become.	Satisfactorily suggested three (3) recommendations on the provided template regarding what the company should become.	Thoroug suggest three (3 recomm ations o provided template regardin the com should become
7. Clarity, writing mechanics, and formatting. Weight: 16%	More than 8 errors present	7-8 errors present	5-6 errors present	3-4 errors present	0-2 erro present



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