

| Unit 3 Assignment Grading Rubric | Percentage | Points Possible | Points Earned | Comments |
|--|-------------------|------------------------|----------------------|-----------------|
| Points are based on correct and thorough responses to the checklist items using analysis and critical thinking. | | | | |
| Part 1: <ul style="list-style-type: none"> • Provide a screen shot of your completion of the 4 P's short graded assignment. | | 10 | | |
| Part 2: <ul style="list-style-type: none"> • Complete the Competitive Profile Matrix for two (2) competitors (i.e., coffee shops) in your area that Tim may compete against. Note the competitor's major and minor strengths and weaknesses. | | 9 | | |
| Create a CPM for Tim's. <ul style="list-style-type: none"> • Fill in the matrix provided with your results from your research on two competitors and add in Tim's information. Feel free to change or add any of the other factors listed. | | 9 | | |
| <ul style="list-style-type: none"> • Summarize your findings (strengths and weaknesses) and the implications and | | 12 | | |

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|--|-------------|----------------------------------|-----------------------------|--|
| recommendations to Tim in a minimum of a one page summary. | | | | |
| Subtotal: | 80% | 40 | | |
| | | | | |
| Correct spelling and grammar in a minimum of a 1-page paper in APA format and citation style with an additional title and references page. | | 10 | | |
| Subtotal: | 20% | 10 | | |
| Total Points | 100% | Possible points total: 50 | Total Points Earned: | |