| **Units 3 and 4 Assignment Grading Rubric****Criteria:** | **Percent possible:****100%** | **Points possible:****75** | **Points earned:** |
| --- | --- | --- | --- |
| Response addresses the checklist items and the scenario provided, demonstrating analysis and critical thinking: |  |  |  |
| **Part 1, Unit 3** |  |  |  |
| 1. **Cultural Factors:**
* Selects a country outside the United States for market expansion of his/her bakery business per the scenario.
* Identifies several cultural factors that may affect market expansion into the country explaining why these are opportunities or threats.
 |  | 5 |  |
| **2. Demographic Factors*** Identifies at least four (4) demographic factors in the selected country for expansion.
 |  | 5 |  |
| * Explains why these demographic factors will be possible threats or opportunities to entering the market.
 |  | 5 |  |
| **3. Economic Factors*** Identifies GDP per capita, GDO growth rate, and the unemployment rate in the country he/she is pursuing for market expansion.
 |  | 5 |  |
| * Explains why these economic factors are opportunities or threats to entering this market.
 |  | 5 |  |
| **Part 2, Unit 4** |  |  |  |
| **4.** **Political/Legal Forces*** Identifies the following political/legal factor rankings in the country where he/she is pursuing expansion of the bakery: Ease of doing business; Starting a business and Registering property as well as the Political and Regulatory Environment ranking.
 |  | 5 |  |
| * Explains why these political/legal considerations represent opportunities or threats to entering this market.
 |  | 5 |  |
| **5.** **Technological Forces*** Identifies the ranking of “networked readiness” in the country he/she is pursuing.
 |  | 5 |  |
| * Explains how the networked readiness ranking presents either opportunities or threats to entering this market. He/she explains why.
 |  | 5 |  |
| **6. Geographical Factors*** Explains why geographical factors are possible opportunities or threats to entering this market considering distribution of his/her product?
 |  | 5 |  |
| **7. Summary** * Based on his/her analysis, provides an explanation of whether to pursue the expansion of the bakery into his/her chosen country or not. Explains why.
* Describes the advantages and disadvantages of one (1) of the following means of expansion for the bakery regardless of the decision to enter the market: exporting, licensing, franchising or creating a joint venture.
 |  | 55 |  |
| **Subtotal: Parts 1-6** | 80% | 60 points |  |
| Writing, spelling, and grammar in a minimum 10-slide PowerPoint presentation with clear audio presentation and additional title and references slides.  | 20% | 15 points |  |
| **Total Score:** | **Percent****possible: 100%** | **Points possible:****75** | **Points earned:** |