

FASHION FOR YOUR FUTURE

Entrepreneur Project – Starting Your Own Business - Group Binder Rubric

PARTS I & II DUE:

PARTS III, IV & V DUE:

Company Name:

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Employee Names:

5=exceptional 4=well done 3=satisfactory 2=mediocre 1=unsatisfactory 0=not done

Professionalism	_____/20 points
Cover Design (Company Name, Logo, Members' Names)	_____/5 points
5 Dividers With Graphics Representing Each Section of the Binder	_____/5 points
Administrator Item and Marketing Approval (Name, Date & Stamp)	_____/5 points

Section I: Designer	_____/30 points
Section Typed and in Order With No Spelling Errors	_____/5 points
Explanation of Why the Product Will Sell	_____/5 points
Page Picture/Sketch of the Prototype	_____/5 points
Detailed Item Production Directions & Materials Needed (shopping list)	_____/5 points
Photographs of the Actual Items Being Sold	_____/5 points
Average Amount of Time to Make One Item	_____/5 points

Section II: Buyer	_____/30 points
Section Typed and in Order With No Spelling Errors	_____/5 points
Buyer's Name(s), Location of Purchase(s) and Date(s)	_____/5 points
List of Items Purchased and the Total Spent (Not Exceeding \$25)	_____/5 points
List of Donated Supplies and Estimated Cost of the Donation	_____/5 points
Actual Register Receipts Attached	_____/5 points
Weekly Inventory Reports for Length of the Project	_____/5points

Section III: Financial	_____/30 points
Section Typed and in Order With No Spelling Errors	_____/5 points
List Explaining Start-Up Money	_____/5 points
Cost Breakdown Calculations (supplies + labor + expected profit for 1)	_____/5 points
Profit Projections (How Many Items Were Made x Profit From Each)	_____/5 points
Customer Sales Records (Who Sold, and Who Purchased)	_____/5 points
Income (\$Earned), Expenses (\$Spent) & Profit (or Loss) Report	_____/5 points

Section IV: Marketing	_____/30 points
Section Typed and in Order With No Spelling Errors	_____/5 points
List of All Sales, Advertising and Promotion Tactics Being Used	_____/5 points
Written Description of Display in Display Case & Photo	_____/5 points
Written Description of Sales Table & Photo Taken During Sales	_____/5 points
List of Hours Worked By Each Person During Sales	_____/5 points
Samples of Flyers, Business Cards, and Packaging Used	_____/5 points

Section V: Manager	_____/30 points
Section Typed and in Order With No Spelling Errors	_____/5 points
Accurate Attendance Records For Each Participation Day	_____/5 points
Detailed Weekly Agendas and Clear Goals for the Group	_____/5 points
Individual Contribution Log For Each Group Member	_____/5 points
Amount of Money Each Person Has Earned and Why	_____/5 points
Donation Envelope (Showing Math for 10% of Profit)	_____/5 points

PROFESSIONALISM	_____/15
SECTION I: DESIGNER	_____/30
SECTION II: BUYER	_____/30
SECTION III: FINANCIAL	_____/30
SECTION IV: MARKETING	_____/30
SECTION V: MANAGER	_____/30
RAW SCORE	_____/165
<i>FINAL BINDER AVERAGE</i>	_____%