**2013 Food Distribution Research Society - Student Marketing Challenge[[1]](#footnote-1)**

**Team:**

|  |  |  |  |
| --- | --- | --- | --- |
| Item |  | Weight | Score |
| Analysis | | | |
| Identify main issues | What are the main issues facing the firm? | 5 |  |
| Analysis and Integration of Information | What are the relevant internal and external factors? What are the implications of these factors on the potential strategies? Are outside sources used and cited? | 10 |  |
| Strategic alternatives or scenarios | What are the possible future scenarios and/or alternative recommendations? | 10 |  |
| Decision criteria and strategy recommendation | What is the best strategy for the firm and how was that strategy selected? Is the strategy clear and well described? | 20 |  |
| Implementation, evaluation, and measurement | How will the strategy be implemented? What sort of timeframe will the implementation process cover? How will the strategy’s success be measured? | 10 |  |
| Discuss consulting timeline and costs | How long will it take you to complete the project if hired? What will be the output of the consulting activities? What will it cost? | 5 |  |
| Presentation | | | |
| Quality presentation materials (PowerPoint or other) | Did the students use appropriate color contrasts, readable fonts, concise bullet points, good graphs (clear labeling, informative scales, legible lines), and appropriate graphics in their presentation? | 10 |  |
| Professional presentation | Were the students professionally dressed? Did they treat the judges with respect? Was appropriate professional language used? | 5 |  |
| Poise and clarity | Were students confident? Did they make eye contact with the judges? Did they enunciate? Did they pronounce technical terms correctly? | 15 |  |
| Answering questions | Did students restate the question asked to make sure they understood it? Did they directly answer the question? | 10 |  |

Please record your notes and suggestions for the teams on the reverse side of this paper.

1. Please note that this was the rubric used in the 2013 contest. Modifications may be made for the 2014 competition based on the client’s needs. A finalized rubric will be sent to all registered teams prior to the competition. [↑](#footnote-ref-1)