

2011 Marking Criteria - Annual Report

Company Name

School

1. Business Summary							
Vision/Mission	1	2	3	4	5	15	
Description of the Product/Service & Unique Selling Point	1	2	3	4	5		
Risk Analysis	1	2	3	4	5		
2. People and Management							
Organisational Structure and Leadership Roles	1	2	3	4	5	10	
Communications – Internal and External	1	2	3	4	5		
3. Operations							
Product or Service Intellectual Property and Suppliers	1	2	3	4	5	20	
Production Process	1	2	3	4	5		
Productivity Measures	1	2	3	4	5		
Production Timeline	1	2	3	4	5		
4. Marketing and Sales (swopped to reflect order)							
Market Analysis	1	2	3	4	5	20	
Pricing	1	2	3	4	5		
Promotion	1	2	3	4	5		
Distribution and Sales	1	2	3	4	5		
5. Financial Performance							
Capital Formation and Sources of Finance	1	2	3	4	5	20	
Accounting Systems and Controls	1	2	3	4	5		
Comparing Budgeted and Actual figures	1	2	3	4	5		
Profitability and Financial Stability Analysis	1	2	3	4	5		
6. Evaluation							
Meeting team objectives and future of business	1	2	3	4	5	15	
The learning experience	1	2	3	4	5		
Overall presentation of report	1	2	3	4	5		
TOTAL						100	

Note: The Annual report mark contributes 30% towards the regional company of the year.