

Rubric Assessment

Rubric Name: Franchise worksheet Rubric

Criteria	Level 4 4 points	Level 3 3 points	Level 2 2 points	Level 1 1 point
Position: Which Franchise would you choose?	Position is clear and justified	Position is fairly clear	It takes more than one reading to figure out the position held	No position is stated or it was very difficult to figure out what the position was.
Franchise Identification	The identity and overall operating details are clearly defined	The identity and overall operating details are lacking in some small way	The identity and overall operating details are lacking in more than 2 details	The identity and overall operating details are lacking and not clearly defined
Abilities and Interests	Abilities and interests and how they correlate between the student and Franchise option are clearly defined	Abilities and interests and how they correlate between the student and Franchise option are lacking in some small way	Abilities and interests and how they correlate between the student and Franchise option are lacking in some fundamental way	Abilities and interests and how they correlate between the student and Franchise option are not at all defined.
Consumer demand	The market research on the consumer and market components is clearly defined	The market research on the consumer and market components is lacking in some small way	The market research on the consumer and market components is not clearly defined	The market research on the consumer and market components is not clearly defined and lacks details in a fundamental way
Market competition	Market competition is thoroughly researched and complete in all categories	Market competition is thoroughly researched and complete in most categories	Market competition is not thoroughly researched and incomplete in two or more categories	Market competition is not thoroughly researched and is incomplete in most categories
Training, support services and financial assets	Research is evident and complete. All categories are detailed fully	Research is evident and mostly complete. All categories are detailed fully or almost fully	Research is not evident and some categories are missing or lack details	Research is not evident and several categories are missing or lack details
<b>Overall Score</b>	<b>Level 4 24 or more</b>	<b>Level 3 18 or more</b>	<b>Level 2 12 or more</b>	<b>Level 1 0 or more</b>

Close