

	<b>Excellent (A)</b> <b>85-100%</b>	<b>Good (B)</b> <b>76-84%</b>	<b>Adequate (C)</b> <b>67-83%</b>	<b>Poor (D)</b> <b>60-66%</b> <b>Unacceptable (E)</b> <b>Below 60%</b>
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**Part #1**

**Introducing a New Product 50% (each question worth 10%)**

You will have to describe and introduce your product. This new product can be something that will encourage consumers to visit your retail establishment.	Full description of new product well explained. All criteria completed.	Description of new product missing information to fully complete.	Partially completed description. Missing some of the required elements.	Incomplete description. Missing important and relevant data.
You will explain why this product was chosen. Is it a test product?	Fully completed explanation. All criteria completed.	Explanation missing key elements to complete.	Partially completed explanation. Missing major criteria.	Incomplete explanation. Did not meet criteria.
You will explain where you intend to test your product; territory.	Fully detailed explanation of where product will be tested included reasoning behind locations.	Detailed explanation of where product will be tested included reasoning behind locations. Missing important details.	Partial explanation.	Incomplete explanation. Did not meet criteria.
You must describe how you intend to co-market this product with your main garment.	Fully described co-marketing strategy.	Described co-marketing strategy, missing some details.	Partial described co-marketing strategy, missing major details.	Incomplete description. Did not meet criteria.
You will explain your pricing market strategy.	Fully detailed pricing market strategy.	Detailed pricing market strategy, missing some elements.	Partial detailed pricing strategy, missing major elements.	Incomplete explanation. Did not meet criteria.

**Part #2**

**Create a packaging plan for each garment. 50% ( Q1 worth 20%, Q2&3 15% each)**

Explain how you will package the garments. This will include the merchandising in stores to the physical packaging of each garment.	Fully detailed description.	Detailed packaging description, missing some elements.	Partial detailed packaging description, missing major elements.	Incomplete packaging description. Did not meet criteria.
Describe the challenges of promoting your new products and visual displays to the marketplace.	Fully detailed promotional and visual explanation.	Detailed promotional and visual explanation, missing some elements	Partial explained promotional and visual, missing major elements.	Incomplete promotional and visual explanation. Did not meet criteria.
Explain how your new target market will react to your packaging plans and how packaging will create anticipation.	Fully detailed packaging plan.	Detailed packaging plan, missing some elements.	Partial packaging plan, missing major details.	Incomplete packaging plan. Did not meet criteria.