

<b>Product/Service</b>	
Quality of Product/Service	50
<b>Sub-Total</b>	<b>50</b>
<b>Marketing</b>	
Market Research	10
Marketing Plan	10
Understanding Customer Needs	10
<b>Sub-Total</b>	<b>30</b>
<b>Innovation</b>	
Idea Generation	10
Innovation	20
Product/Service R&D	10
<b>Sub-Total</b>	<b>40</b>
<b>Sales</b>	
<b>Sub-total</b>	<b>40</b>
<b>Business Report</b>	
Business Structure	10
Business Performance	10
Difficulties Overcome	10
<b>Sub-Total</b>	<b>30</b>
<b>Finances</b>	
Budgeting/Forecast	5
Pricing	5
Profit & Loss Account	10
<b>Sub-total</b>	<b>20</b>
<b>Exhibition Stand/Interview</b>	
Visual Display	10
Techniques Used	10
Interview Skill	10
<b>Sub-Total</b>	<b>30</b>
<b>Motivation/Learning Experience</b>	20
<b>Sub-Total</b>	<b>20</b>
<b>Final Score</b>	<b>/260</b>