



Judge:	
Team #:	

Issue Identification: Specification and understanding of the key issue(s)/problem(s) facing the company.

___/15

Analysis: Thorough analysis of the company, industry, markets, and other aspects of the business environment, with a focus on key issues; effective use of relevant tools of analysis including quantitative / financial analysis.

___/20

Evaluation of Alternatives & Recommendation: Identification of practical and mutually exclusive options, clear statement of decision criteria used, compelling case made for the recommended option.

___/25

Implementation: Comprehensiveness of the action plan, including: reasonable and comprehensive financial projections, consideration of feasibility and HR / operational issues, implementation timeline, measures for evaluation and control, and contingency planning.

___/25

Innovation / Creative Thinking in generating solutions to address issues raised in the analysis.

___/15

Total: ___/100