Business-Class-Contest – **Evaluation sheet** for the **PRESENTATIONS**

Groups **Criteria for evaluation**			
<u>Business plan:</u> ❖ Product(s) / service(s) ❖ (Type of company) ❖ Location ❖ Marketing mix: forms of promotion/advertising ❖ How (/ When) a profit is expected (break-even point is reached) ❖ degree of plausibility of business / financial concept ❖ what is special or original about the product/service (in contrast to similar ones that already exist) → niche in the market?			
<u>Presentation:</u> ❖ Oral fluency & understandability (fairly correct use of the English language) ❖ Quality of the PPPs: o organised & logical structure o useful illustrations (pictures/graphs/ statistics etc.) o creativity ❖ Communication among team members (how much every member says; organisation of who talks when etc.)			
❖ Further comments/ notes			