



# BUSINESS OPERATIONS RESEARCH EVENTS

BUSINESS SERVICES OPERATIONS RESEARCH **BOR**  
 BUYING AND MERCHANDISING OPERATIONS RESEARCH **BMOR**  
 FINANCE OPERATIONS RESEARCH **FOR**  
 HOSPITALITY AND TOURISM OPERATIONS RESEARCH **HTOR**  
 SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH **SEOR**

## WRITTEN ENTRY EVALUATION FORM

Please refer to the **Written Entry Guidelines** for a more detailed explanation of these items.

<b>EXECUTIVE SUMMARY</b>	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to three-page description of the project	0-1-2-3	4-5-6	7-8	9-10	

<b>INTRODUCTION</b>	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Description of the business or organization	0	1	2	3	
3. Description of the target market (demographics and psychographics)	0	1	2	3	
4. Overview of the business or organization's current state of business as a result of disruption	0	1	2	3	

<b>RESEARCH METHODS USED IN THE STUDY</b>	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Description and rationale of research methodologies selected to conduct the research study	0-1	2	3	4	
6. Process used to conduct the selected research methods	0-1	2	3	4	

<b>FINDINGS AND CONCLUSIONS OF THE STUDY</b>	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Findings of the research study	0-1	2	3	4	
8. Conclusions based on the findings	0-1	2	3	4	

<b>PROPOSED STRATEGIC PLAN</b>	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
9. Objectives and rationale of the proposed strategic plan	0-1	2-3	4-5	6	
10. Proposed activities and timelines	0-1	2-3	4-5	6	
11. Proposed metrics or key performance indicators to measure plan effectiveness	0-1	2-3	4-5	6	

<b>PROPOSED BUDGET</b>	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
12. Costs associated with proposed strategies	0-1	2	3	4	

<b>APPEARANCE AND WORD USAGE</b>	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
13. Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	

**WRITTEN ENTRY TOTAL POINTS (60)**

JUDGE \_\_\_\_\_