

**FASHION MERCHANDISING PLAN EVENT**

EVALUATION FORM

		<i>Exceeds Expectations</i>	<i>Meets Expectations</i>	<i>Below Expectations</i>	<i>Little/No Value</i>	<i>Judged Score</i>
1.	The written and oral presentations show evidence of a realistic knowledge of fashion merchandising trends	7-6	5	4-3-2	1-0	
2.	The oral presentation clearly and professionally expands and develops the objectives as written in the promotion plan with appropriate presentation techniques	7-6	5	4-3-2	1-0	
3.	The budget is realistic for the promotion plan based on the size and location of the store	7-6	5	4-3-2	1-0	
4.	The schedule of events shows continuity and logical order	7-6	5	4-3-2	1-0	
5.	The responsibility sheet is compatible with the size and location of the store as described	7-6	5	4-3-2	1-0	
6.	The promotion plan shows creativity in design and format. If visual aids are used, do they help to clarify and/or enhance the promotion plan? Are visuals limited to those used in an actual in-store situation?	14-13	12-10	9-5	4-0	
7.	The oral presentation and the written plan are logical, complete and workable for the particular situation	16-14	13-10	9-5	4-0	
8.	The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training	14-13	12-10	9-5	4-0	
9.	Participant overcame objections by answering the judge's questions	14-13	12-10	9-5	4-0	
10.	Professional layout, neatness, proper grammar, spelling and word usage	7-6	5	4-3-2	1-0	
Combined Written and Presentation Entry Total Points (maximum 100)						
<b>Total Score</b>						