

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.	Executive Summary: One-page description of the promotion plan	10-9	8-7	6-5-4	3-2-1	
2.	The fact sheets show evidence of a realistic knowledge of fashion merchandising and are well-organized and presented in a logical manner	10-9	8-7	6-5-4	3-2-1	
3.	The fact sheets have a professional layout and contain proper grammar, spelling and word usage	5	4	3-2	1	
4.	The description of the store and objectives of the promotion plan are clearly defined	10-9	8-7	6-5-4	3-2-1	
5.	The schedule of events shows continuity and logical order	8-7	6	5-4-3	2-1	
6.	The schedule of events is clearly identified and support the promotional areas of special events, advertising, display, publicity and in-store activities	15-14-13	12-10	9-5	4-1	
7.	The responsibility sheet is compatible with the size and location of the store as described	8-7	6	5-4-3	2-1	
8.	The budget is realistic for the promotion plan based on size and location of the store. All costs that would be incurred have been considered	8-7	6	5-4-3	2-1	
9.	The promotion plan stresses the benefits to the retail establishment	8-7	6	5-4-3	2-1	
10.	The promotion plan shows real creativity and uses a unique and effective approach. The visual aids, if used, clarify and/or enhance the promotion plan	8-7	6	5-4-3	2-1	
11.	The oral presentation shows evidence of realistic knowledge of promotion principles and is well-organized and presented in a logical manner	5	4	3-2	1	
12.	Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present	5	4	3-2	1	
Combined Written and Presentation Entry Total Points (maximum 100)						
Total Score						