

Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	59	96	<div></div>	<div></div>	<div></div>
Preliminary Oral Presentation	37	82	<div></div>	<div></div>	<div></div>
Final Written Entry	47	71	<div></div>	<div></div>	<div></div>
Overall	96	91	<div></div>	<div></div>	<div></div>



**Student:** Ali Malik  
**School:** White Oaks SS  
**Association:** Ontario  
**Competitive Event:** Learn and Earn Project

Preliminary Written Entry							Final Written Entry						
	Met Prof	Intl %ile	NV	BE	ME	EE		Met Prof	Intl %ile	NV	BE	ME	EE
1. Executive Summary: One- to three-page description of the project	✓	87	■	■	■	■	1. Executive Summary: One- to three-page description of the project	✓	75	■	■	■	■
2. Type of project, product and/or service description, sources of information	✓	100	■	■	■	■	2. Type of project, product and/or service description, sources of information	✓	100	■	■	■	■
3. Trading area analysis	✓	100	■	■	■	■	3. Trading area analysis		50	■	■	■	
4. Market segment analysis	✓	100	■	■	■	■	4. Market segment analysis	✓	100	■	■	■	■
5. Proposed organization	✓	100	■	■	■	■	5. Proposed organization	✓	100	■	■	■	■
6. Proposed product/service	✓	100	■	■	■	■	6. Proposed product/service	✓	100	■	■	■	■
7. Proposed marketing strategies	✓	100	■	■	■	■	7. Proposed marketing strategies	✓	66	■	■	■	■
8. Projected operating budget	✓	100	■	■	■	■	8. Projected operating budget	✓	66	■	■	■	■
9. Rationale for the projected budget	✓	100	■	■	■	■	9. Rationale for the projected budget	✓	66	■	■	■	■
10.General project implementation	✓	100	■	■	■	■	10.General project implementation	✓	66	■	■	■	■
11.Learning outcomes	✓	100	■	■	■	■	11.Learning outcomes	✓	100	■	■	■	■
12.Earning outcomes	✓	100	■	■	■	■	12.Earning outcomes	✓	66	■	■	■	■
13.Recommendations for future projects	✓	100	■	■	■	■	13.Recommendations for future projects		66	■	■	■	
14.Plans for improving the learning and earning outcomes of the project	✓	100	■	■	■	■	14.Plans for improving the learning and earning outcomes of the project		66	■	■	■	
15.Professional layout, neatness, proper grammar, spelling and w ord usage	✓	100	■	■	■	■	15.Professional layout, neatness, proper grammar, spelling and w ord usage		50	■	■	■	

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.

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### Preliminary Oral Presentation

	Met Prof	Intl %ile	NV	BE	ME	EE
1. Opening presentation; overview and description of the project	✓	85	<div></div>	<div></div>	<div></div>	<div></div>
2. Organization, clarity and effectiveness of the presentation	✓	100	<div></div>	<div></div>	<div></div>	<div></div>
3. Initiate the project by identifying a single sales or service project to be run as a real business venture?	✓	100	<div></div>	<div></div>	<div></div>	<div></div>
4. Plan and organize the project?	✓	100	<div></div>	<div></div>	<div></div>	<div></div>
5. Execute and implement the single sales or service activity?	✓	100	<div></div>	<div></div>	<div></div>	<div></div>
6. Evaluate and close the project?	✓	75	<div></div>	<div></div>	<div></div>	<div></div>
7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	✓	66	<div></div>	<div></div>	<div></div>	<div></div>

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