

Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	37	30	<div></div>	<div></div>	
Preliminary Oral Presentation	31	47	<div></div>	<div></div>	<div></div>
Overall	68	18	<div></div>	<div></div>	<div></div>



**Student:** Rasa Seraji  
**School:** Thornlea SS  
**Association:** Ontario  
**Competitive Event:** Learn and Earn Project

Preliminary Written Entry					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Executive Summary: One- to three-page description of the project	✓	62	<div></div>	<div></div>	<div></div>
2. Type of project, product and/or service description, sources of information		33	<div></div>	<div></div>	
3. Trading area analysis		75	<div></div>	<div></div>	<div></div>
4. Market segment analysis		75	<div></div>	<div></div>	<div></div>
5. Proposed organization		50	<div></div>	<div></div>	<div></div>
6. Proposed product/service	✓	75	<div></div>	<div></div>	<div></div>
7. Proposed marketing strategies	✓	75	<div></div>	<div></div>	<div></div>
8. Projected operating budget		50	<div></div>	<div></div>	<div></div>
9. Rationale for the projected budget		60	<div></div>	<div></div>	<div></div>
10. General project implementation		60	<div></div>	<div></div>	<div></div>
11. Learning outcomes	✓	80	<div></div>	<div></div>	<div></div>
12. Earning outcomes	✓	80	<div></div>	<div></div>	<div></div>
13. Recommendations for future projects		75	<div></div>	<div></div>	<div></div>
14. Plans for improving the learning and earning outcomes of the project		50	<div></div>	<div></div>	
15. Professional layout, neatness, proper grammar, spelling and word usage		66	<div></div>	<div></div>	<div></div>

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	✓	57	<div></div>	<div></div>	<div></div>
2. Organization, clarity and effectiveness of the presentation	✓	66	<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>
4. Plan and organize the project?	✓	75	<div></div>	<div></div>	<div></div>
5. Execute and implement the single sales or service activity?	✓	66	<div></div>	<div></div>	<div></div>
6. Evaluate and close the project?		50	<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>

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