

## Task Performance

**Instructions:** Read the requirements carefully. **(80 points)**

1. Each group must submit the following:
  - a. Name of the business
  - b. Business logo
  - c. Type of business
  - d. Mission and vision
  - e. Description of the product and/or service
  - f. SWOT and TOWS Analyses
2. Print your work on a clean sheet of short bond paper following the format below:
  - a. **Margin:** Left – 1.5"; Top, bottom, and right – 1"
  - b. **Spacing:** Double
  - c. **Font:** Arial, 12 pt.
3. Submit your group's work on the **Preliminary Examination**.
4. Below is the rubric that will be used to grade your output.

	<b>Excellent 4</b>	<b>Good 3</b>	<b>Developing 2</b>	<b>Needs Reinforcement 1</b>
<b>Name of Business (x5)</b>	Name of business is catchy and would tend to linger on someone's memory.	Name of business is catchy and has the potential to linger on someone's memory.	Name of business is somewhat catchy but needs to be marketed thoroughly for memory retention.	Name of business needs improvement and should try to make it more appealing to customers.
<b>Business Logo (x5)</b>	The business logo highly symbolizes the enterprise.	The business logo symbolizes the enterprise.	The business logo somewhat symbolizes the enterprise.	The business logo did not symbolize the enterprise and was haphazardly thought of.
<b>Type of Business (x5)</b>	Group has explained thoroughly why their enterprise is categorized in this type of business.	Group has explained why their enterprise is categorized in this type of business.	Though not in full detail, the group somewhat explained why they had categorized their business as such.	The group needs to refresh their knowledge about the different types of businesses.
<b>Mission and Vision (x5)</b>	The mission and vision are SMART and reflect the objectives of the enterprise.	The mission and vision of the enterprise reflect the enterprise's objectives and are feasible in most areas.	The mission and vision of the enterprise somehow reflect the enterprise's objectives but need to be feasible in most area.	The enterprise needs to revisit its mission and vision.