Rubric Table for grading:

1. EXECUTIVE SUMMARY compels the reader to continue to read the plan: brief company description, strategic focus, situation analysis (internal and external analyses), SWOT&TOWS Analysis, and target markets. (Rating 1 to 4)

2. COMPANY DESCRIPTION provides overview of the principals, product name, location, outstanding features of the product. (Rating 1 to 4)

3. COMPANY STRATEGIC FOCUS covers the mission, goals, and sustainable advantage. Includes financial and non-financial goals. Clear and logical rationales presented. (Rating 1 to 4)

4. SITUATION ANALYSIS (5Cs) 4.1 COMPANY ENVIRONMENT Assess current company environment to identify competitive advantages and disadvantages(Rating 1 to 4)

4.2 CUSTOMER ENVIRONMENT i) identify customers and potential customers ii) market size iii) market growth ii) analyze customer buying habits(Rating 1 to 4)

4.3 COMPETITION ANALYSIS(Rating 1 to 4)

4.4 COLLABORATORS ANALYSIS (Suppliers, Distributors, etc.) (Rating 1 to 4)

4.5 CLIMATE (MACRO ENVIRONMENT)-Industry, Political, Economic, Socio-Cultural, Technological, Environmental, Legal Trends (PESTEL) (Rating 1 to 4)

5 SWOT analysis and TOWS Analysis are comprehensive, in-depth, realistic, complete, and supported by evidence which is cited correctly. (Rating 1 to 4)

6. Market Goals and Objectives, Target Market, and Positioning i). Objectives ii) Target market iii) “Points of difference” d. Positioning(Rating 1 to 4)

7. SUPPORTING DATA (survey, focus groups, interviews, or secondary data) (Rating 1 to 4)

8. MECHANICS: Proposal is concise, persuasive, credible, and adheres to professional writing style, format, and layout notes(Rating 1 to 4)

Each criteria above has a rating from 1 to 4(Unacceptable, Approaching, satisfactory and excellent). You need to rate the assignment for each rubric criteria, for example: For rubric 2. company description it can be rated satisfactory(3), for rubric 4.2 customer environment it can be rated approaching(2). Please also provide in depth feedback on each, make it very human. Also be correct with the rating.   
  
Below will be an assignment pasted. The assignment is called Shark Tank Marketing Plan Draft/Proposal where they have to come up with a plan draft/proposal with their chosen business/product idea which covers all the points in the rubric.

Here is the assignment: