



Thank you for completing the project. You have done really well. Your overall score is 67%. Kudos!

Here is how your submission has been graded. We hope you find it useful and helpful for your future submissions.

Parameter	Score	Comments
Parameter: Comprehension:	3	The learner has successfully drawn a visual representation of the main and branching terms and concepts and the relationships between them.
Parameter: Problem Solving:	2	The learner has attempted to identify the root cause(s) of the problem at hand but the identification process is flawed.
Parameter: Data Management:	1	The learner has not used data at all to inform their decisions.
Parameter: Decision Making:	1	The learner has not used a scientific, data-based decision-making process but rather made decisions based on gut-feel and intuition.
Parameter: Solution Communication:	3	The learner has communicated effectively what will be done, how it will be done, and why it will be done and, thus, succeeded in getting stakeholder buy-in.

Areas of Strength: (These are practices you should continue doing)

-Very well presented report
-The company mission, vision, and problem statement are clear.
-The threats, in particular, in the SWOT analysis are realistic external threats and based on real research.

Areas of Improvement: (These are practices you should start doing)

-Data! The report lacks data which is the cornerstone of any business plan and SWOT analysis. Data is needed about the market size, the competition, the business estimated cost, and estimated revenues.

Additional Comments:

Thank you for the effort you've put into this submission :) You'll learn more, though, if you invest more time in doing research to feed your report :)

Keep up the great work! And looking forward to receiving your next submission :)