

**Unit VII—Greenhouse Business Management
Scoring Guide**

Name _____

| Assessment Area | Criteria | 0 Points | 1 Point | 2 Points | 3 Points | 4 Points | Weight | Total |
|--|--|----------|---------|----------|----------|-----------|--------|-------|
| Fixed Costs | <ul style="list-style-type: none"> Calculations are accurate for interest, taxes, fixed costs, and cost per week per square foot Shows all work | Failed | Poor | Fair | Good | Excellent | X 2.5 | |
| Variable/ Operating Costs and Key Questions | <ul style="list-style-type: none"> Includes all necessary operating costs Costs are reasonable for the crop and scenario Correctly answers key questions Includes sources | Failed | Poor | Fair | Good | Excellent | X 10 | |
| Marketing Plan | <ul style="list-style-type: none"> Includes a workable marketing plan for poinsettia crop Identifies target customers Includes a workable spring season plan and identifies 15 spring plants Includes an advertising plan and special promotions Spelling, grammar, and punctuation are correct | Failed | Poor | Fair | Good | Excellent | X 12.5 | |
| TOTAL | | | | | | | | |

Final Assessment Total _____/100 pts.

Comments: