Unit VII—Greenhouse Business Management

Scoring Guide Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Area** | **Criteria** | **0 Points** | **1 Point** | **2 Points** | **3 Points** | **4 Points** | **Weight** | **Total** |
| Fixed Costs | * 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 | * 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 | * 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:**