

REGENT'S DEN 2022

MARKING CRITERIA

Practice and People (15 marks)	
For up to 15 marks	<ul style="list-style-type: none"> • A clear description and advantages of the product/service is given. • A mission statement and company objectives are articulated. • The company have demonstrated an outstanding ability to deliver on their business objectives through their people and processes.
For up to 10 marks	<ul style="list-style-type: none"> • A description of the product/service is given. • Some company objectives are articulated. • The team has demonstrated an ability to deliver on most business objectives through their people and processes.
For up to 5 marks	<ul style="list-style-type: none"> • A basic description of the product/service is given. • Teams have the beginnings of a plan to achieve company objectives.

Innovation (15 marks)	
For up to 15 marks	<ul style="list-style-type: none"> • The product/service and business model is a new idea in the market. • The enterprise has identified that there is scope to scale up and diversify.
For up to 10 marks	<ul style="list-style-type: none"> • The enterprise has added significant value in one way to an existing product/service.
For up to 5 marks	<ul style="list-style-type: none"> • The team has demonstrated that their enterprise has some added value to an existing product/service. • OR • There is potential to add value to an existing product/service, but this has not been articulated.

Marketing (15 marks)	
For up to 15 marks	<ul style="list-style-type: none"> • The team clearly understands the target market or niche and team members are able to describe the characteristics of this market via relevant research (including competition). • Teams have demonstrated the product/service meets the needs of the target market. • The marketing mix is clearly explained and the pricing policy, promotional mix and position in the marketplace all clearly relate to the product/service.
For up to 10 marks	<ul style="list-style-type: none"> • The team explains its target market or niche and has undertaken some market research. • The product/service has shown that it relates to the needs of the market. • The marketing mix is explained and the pricing, promotion and position in the marketplace mostly relate to the product/service.
For up to 5 marks	<ul style="list-style-type: none"> • A target market is identified in relation to the product/service. • Some elements of the marketing mix are discussed.

Operations (15 marks)	
For up to 15 marks	<ul style="list-style-type: none"> • The team has established suppliers and sources of supply. • The production process and supply chain is thoroughly explained for the product/service. • The team has effective quality control measures in place.

For up to 10 marks	<ul style="list-style-type: none"> The team has established some suppliers and sources of supply. The production process is explained. The team has made reference to quality control measures.
For up to 5 marks	<ul style="list-style-type: none"> The team has discussed some aspects of supply and production.

Finances (15 marks)	
For up to 15 marks	<ul style="list-style-type: none"> The sources of capital formation to start the enterprise are explained and the rate of return on investment is explained using appropriate financial scenarios. The team has a clear cost breakdown and know the volumes required to achieve break even. The team members have reported financial returns using a number range of financial tools e.g. income statement, cash flow forecast, profit margins. There is reference to financial internal controls.
For up to 10 marks	<ul style="list-style-type: none"> The sources of capital formation to start the enterprise are explained and the rate of return on investment is given. The team knows the volume required to achieve break even. The team members have reported financial return.
For up to 5 marks	<ul style="list-style-type: none"> The team has discussed some aspects of finance.

The Pitch! (25 marks)	
For up to 25 marks	<ul style="list-style-type: none"> Main presenters were confident and professional in their delivery. Presenters outlined a clear and compelling business case. Aides were used extremely well to enhance the pitch. The team made extensive use of creativity in their visual.
For up to 15 marks	<ul style="list-style-type: none"> Main presenters were mostly confident and professional in their delivery. Presenters outlined a clear business case. Aides were used well to enhance the pitch. The team made some attempt with the use of creativity in their visual.
For up to 10 marks	<ul style="list-style-type: none"> Presenters were at times confident and professional in their delivery. Presenters outlined their business case. Aides were used in the pitch. The team made very little attempt to use any creativity in their visual.