

Organization and Format	Numerous grammatical errors, unclear language. Lacks a clear structure, making it difficult to follow Lacks creativity and visual appeal, relying solely on text and basic visuals.	Fair writing, lacking clarity with multiple spelling/grammatical errors. Inconsistent formatting, hindering the overall flow of the document Limited creativity, with visuals that do not enhance or support the content effectively. ✓	Acceptable writing that is reasonably clear and error free. Adequate organization but some sections may lack coherence. Some creative elements and visuals but they may not fully enhance the overall document.	Accomplished writing that is clear, with very few errors. Well-organized document with consistent formatting Creative use of visuals and design elements that effectively support the content	Excellent clear, and Exceptional contribution engaging Exceptional visually appealing with engaging
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Criterion Feedback

No change to template to make it more visually appealing.

There was too much information and the information needs to be simplified.

Language was good, but a lot of these matched as AI generated material.

Total

Overall Score

Unacceptable Developing **Acceptable** ✓ Accomplished High Distinction



as a question ✓

Criterion Feedback

You have some excellent research questions, but these will be used in your primary research.

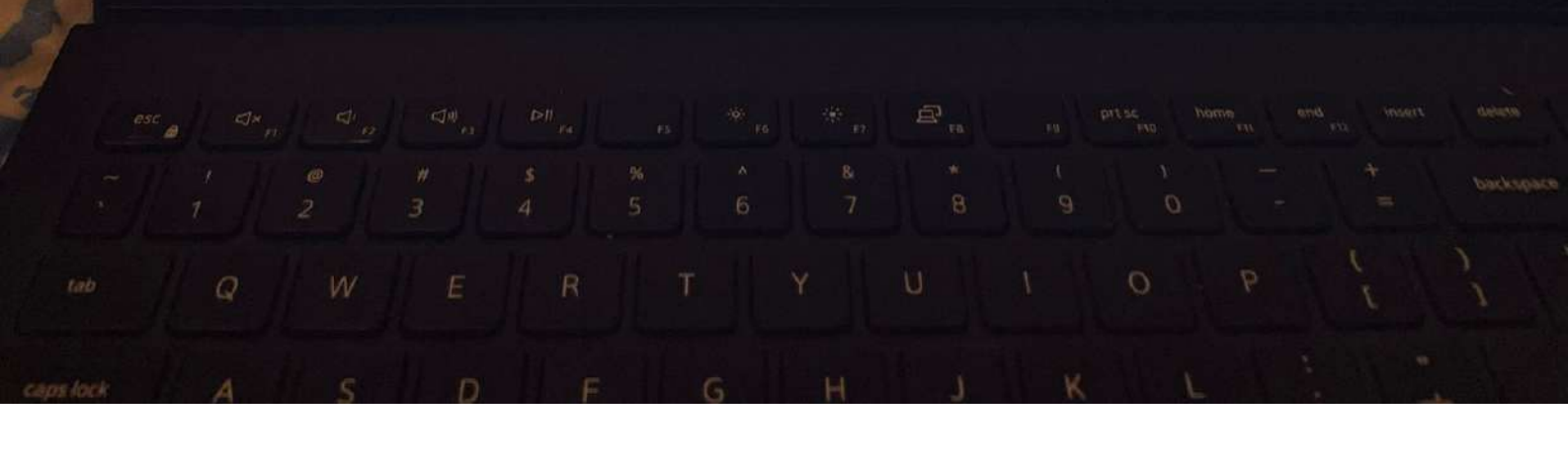
Your research questions for this stage of the research should include questions on packaging efficiencies and changes that align with SDG 12.

You should save some of these questions for Part 2 and add the necessary questions to address the packaging goals that you will add to the previous section.

Format and Grammar	Unacceptable	Developing	Acceptable	Accomplished	High Distinction
Grammar, Organization and Format	0 points Numerous grammatical errors, unclear language. Lacks a clear structure, making it difficult to follow Lacks creativity and visual appeal, relying solely on text and basic visuals.	2 points Fair writing, lacking clarity with multiple spelling/grammatical errors. Inconsistent formatting, hindering the overall flow of the document Limited creativity, with visuals that do not enhance or support the content effectively. ✓	3 points Acceptable writing that is reasonably clear and error free. Adequate organization but some sections may lack coherence. Some creative elements and visuals but they may not fully enhance the overall document.	4 points Accomplished writing that is clear, with very few errors. Well-organized document with consistent formatting Creative use of visuals and design elements that effectively support the content	5 points Excellent writing, clear, and error free Exceptional organization contributing to a highly engaging document Exceptional creativity, visually appealing with engaging visuals

Criterion Feedback

No change to template to make it more visually appealing.



	✓	important to investigate this problem	of investigating the problem.
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Criterion Feedback

Your research objectives are also a little off the topic.

The first objective is to research new packaging ideas and packaging efficiencies, with the potential to also research changing nutritional content in relation to SDG 12.

After that in Part 2, you will do a stakeholder analysis to see how customers, suppliers or another stakeholder perceive these changes.

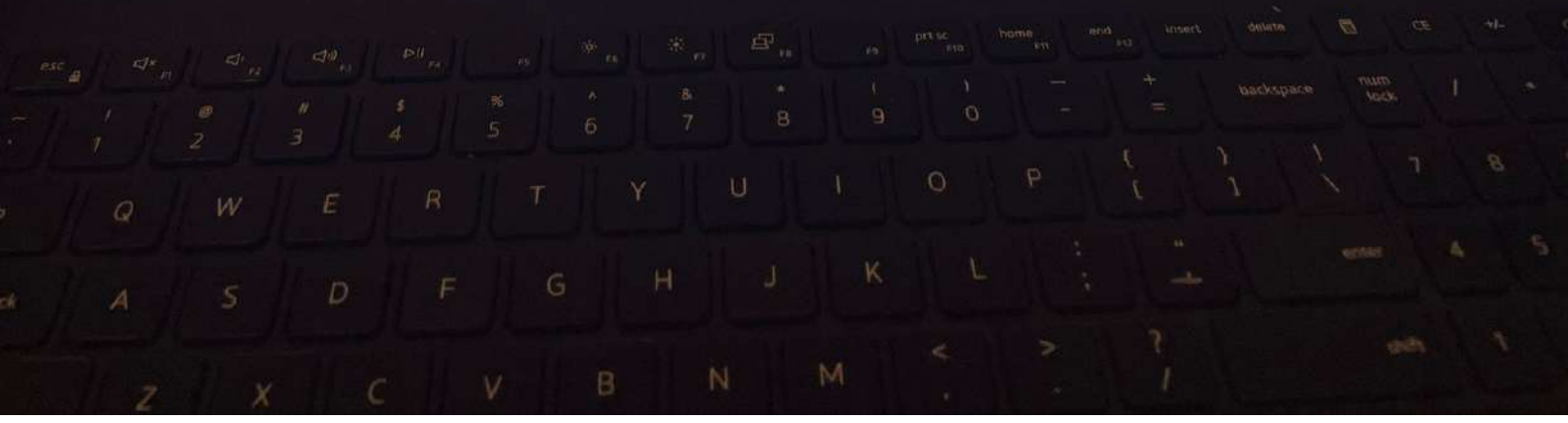
You will be selecting one of the stakeholders for more detailed research in the primary research part of the project.

Any goal or object must only be researched if they are related to changes in packaging or production as connected to SDG 12.

Some of the objectives you stated here are good, and can be explored further in the primary research. I suggest you select customers as you primary research target stakeholder, because you have a lot of good goals as related to them stated here.

You need to rewrite this section and focus on packaging changes and efficiencies with some of the customer goals kept here. Then in Part 2, you will be stating new research goals and questions for the customers.

Research Questions	0 points	2 points	3 points	4 points	5 points	3.75 / 5
	Requirements not addressed.	Evidence of minimal understanding of a research question. No question on what consumers would want to see. Weak tie to research objective. Research questions not stated as a question	Evidence of acceptable understanding of a research question. At least one (1) question on what consumers would want to see. Some tie to research objective. Research question(s) stated	Evidence of a strong understanding of a research question. More than one research question listed. Clear tie to research objective. Research questions stated as questions	Evidence of original thinking: outstanding grasp of a research question. Multiple, meaningful research questions listed with thorough attempt made to meet research objective. Research questions well stated	



what is the desired situation.
 Management problem relevant to research. ✓

meaningful ties to need for research for organization and in achieving SDG's.

Criterion Feedback

First, you mentioned some facts about Nido brand and declining patronage. Where did you get this information? You should also cite and reference any statement of fact that you include.

Overall, this statement of the management problem is off the topic of this project.

The purpose of this project is to focus on the problem of sustainable packaging and not the other goals, like quality control, improving communication/education and increased production/distribution.

You should only focus on packaging efficiency.

You could focus on nutritional content only if you can connect it to sustainable production.

You might include some research into improving communication/education if you are going to focus on customers for your primary research.

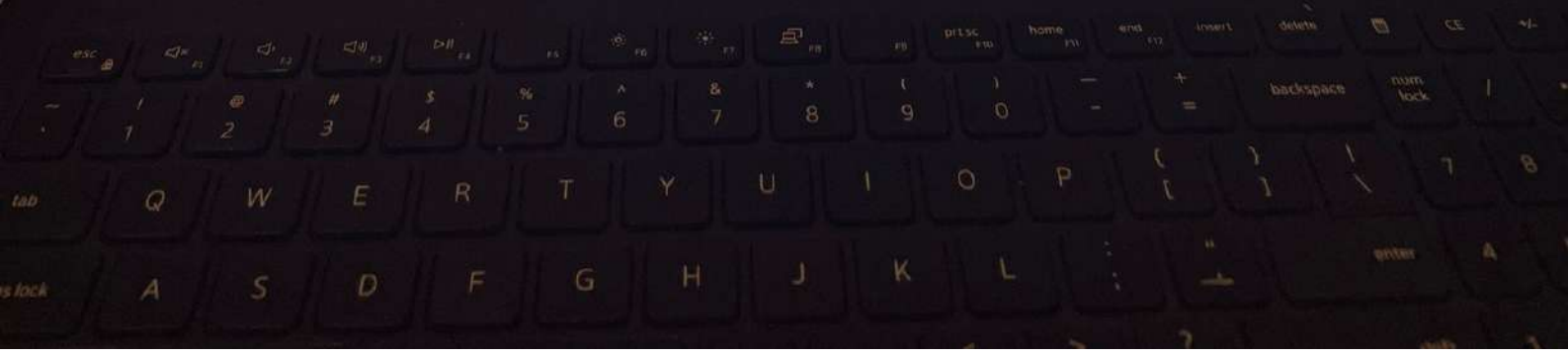
Again, the other issues you mentioned, quality control or increased production should not be included in this research.

Although these are good and important ideas, it would just be too much for you to complete in the time we have for this project

All research for this project must be connected to SDG 12. This is why you have to focus on the packaging efficiency.

You need to rewrite this section to reflect the necessary changes.

Research Objective	0 points Requirements not addressed.	2 points Evidence of minimal understanding of a research objective. Research objective not tied to research problem. Minimal to	3 points Evidence of an acceptable understanding of a research objective. Research objective linked to research problem. Some	4 points Evidence of a strong of a research objective. Research objective clearly linked to research problem.	5 points Evidence of original thinking; outstanding grasp of a research objective. Research objective relevant with a thoughtful gap in	3.25 / 5
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		<p>solutions for achieving SDG 12.</p> <p>Weak or no argument for why the research is necessary.</p>	<p>achieving SDG 12.</p> <p>Acceptable argument for why the research is necessary.</p>	<p>achieving SDG 12.</p> <p>Strong argument for why the research is necessary.</p> <p style="text-align: right;">✓</p>	<p>the relevance of solutions for achieving SDG 12.</p> <p>Meaningful, compelling argument for why the research is necessary.</p>
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Criterion Feedback

Introduced Nestle company.

Mentioned Nido Milk has diverse range of products, but you did not introduce any of those particular milk products. Are there products for kids, pets, flavoured milk?

You need to state some of the products here because you will need to propose a change in the packaging for one of those products.

Good connection to SDG 12 by mentioning the company's 5-pillar strategy. This is good research.

The paragraph referenced to the CEO's report about food insecurity and other commitments is not necessary. You can remove it from the slides.

It is enough to reference the Nestle website and their 5-pillar packaging strategy.

<p>Management Problem</p>	<p>0 points</p> <p>Requirements not addressed.</p>	<p>2 points</p> <p>Evidence of minimal understanding of a management problem.</p> <p>Management problem statement but not applicable to organization or relevant to research.</p>	<p>3 points</p> <p>Evidence of an acceptable understanding of a management problem.</p> <p>Acceptable attempt made to state problem utilising the three requirements discussed: existing situation, why this is problematic, and what is the desired situation.</p>	<p>4 points</p> <p>Evidence of a strong understanding of a management problem.</p> <p>Well stated problem, addressing the three requirements discussed.</p> <p>Problem relevant and tied to need for research.</p>	<p>5 points</p> <p>Evidence of original outstanding grasp of management problem.</p> <p>Thorough and insightful problem statement with thought-out discussion of required elements.</p> <p>Management problem</p>
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