

Demand Management Plan Scoring Guide

CRITERIA	NON-PERFORMANCE	BASIC	PROFICIENT	DISTINGUISHED
Assess the impact of advertising on product demand.	Does not identify the impact of advertising on product demand.	Identifies but does not assess the impact of advertising on product demand.	Assesses the impact of advertising on product demand.	Analyzes the impact of advertising on product demand, including supporting data to support business decisions.
Interpret the forecasting model for the selected product.	Does not describe the forecasting model for the selected product.	Describes but does not interpret the forecasting model for the selected product.	Interprets the forecasting model for the selected product.	Interprets the forecasting model for the selected product and utilizes a detailed linear regression model to support forecasting interpretation.
Prepare an inventory management analysis for the selected product.	Does not identify an inventory management analysis for the selected product.	Identifies but does not prepare an inventory management analysis for the selected product.	Prepares an inventory management analysis for the selected product.	Prepares an inventory management analysis for the selected product and summarizes the pros and cons of each inventory management system.
Analyze the business' scheduling management.	Does not describe the business' scheduling management.	Describes but does not analyze the business' scheduling management.	Analyzes the business' scheduling management.	Evaluates the business' scheduling management, including sources to support rationale.
Recommend an inventory management system and staffing plan for a selected business and product.	Does not identify an inventory management system and staffing plan for a selected business and product.	Identifies but does not recommend an inventory management system and staffing plan for a selected business and product.	Recommends an inventory management system and staffing plan for a selected business and product.	Recommends an inventory management system and staffing plan for a selected business and product and summarizes key points to support recommendations that meet the business' goals.
Write coherently to support a central idea with correct grammar, usage, and mechanics as expected of a business professional.	Writing does not support a central idea. Does not use correct grammar, usage, and mechanics as expected of a business professional.	Writing supports an idea but is inconsistent and contains major errors of grammar, usage, and mechanics.	Writes coherently to support a central idea with correct grammar, usage, and mechanics as expected of a business professional.	Writing is coherent and consistently appropriate, using evidence to support a central idea and with correct grammar, usage, and mechanics as expected of a business professional.