Appendix (ii)
Revised July, 2018

Market Research Competition
Score Sheet

	Presentation 35%			*Analysis of Company 40%*			*Insights, Conclusions & Recommendations 25%*	
COMPANY	***Structure (15%)***	***Clarity (10%)***	***Readability (10%) (including visual presentation)***	***Industry Knowledge (15%)***	***Contextual (15%) Environment-Economic, Socio-Political & Global***	***Quantitative (10%)***		***TOTAL 100%***