



***Market Research Competition
 Score Sheet***

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