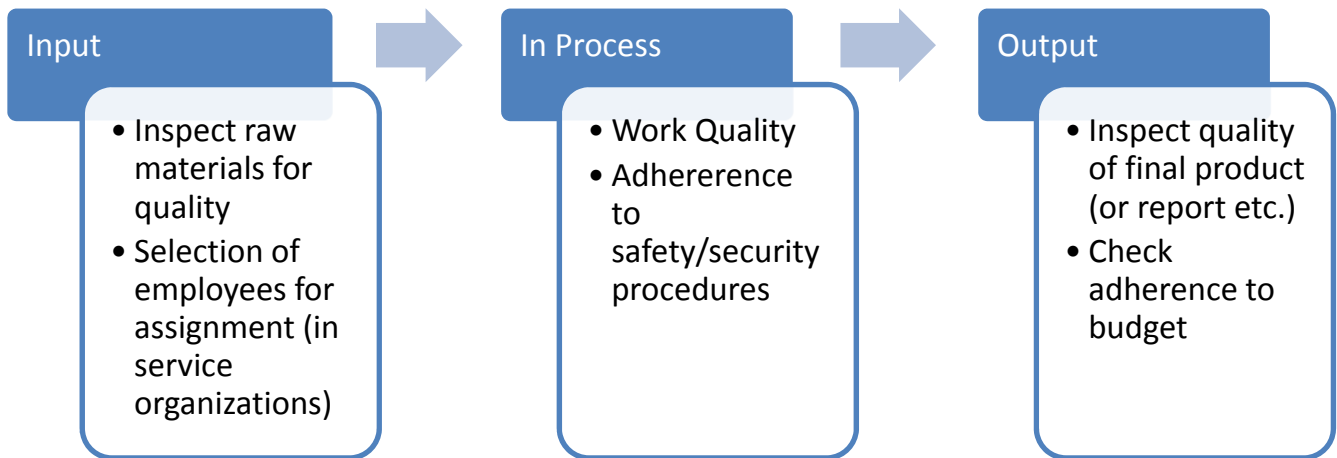


Assignment Rubric



Make sure you have completed the Learning Activity in this unit before you start this Assignment. Using the graphic below, please discuss the inputs, processes, and outputs that pertain to your operations of the business you chose, whether it is a service or a product oriented business. Using these three steps as a reference, how will you satisfy your customers? What core competencies will you have that will set you apart from your competitors? Pick at least two real competitors, and compare your offerings; highlighting how you will differentiate yourself from them.



Checklist:

- Identify your business as either a service or a products business.
- Describe the inputs, operations processes, and outputs that pertain to your operations.
- Describe how will you address customer needs.
- Include your core competencies.
- Choose two competitors and compare your offerings to theirs and explain how your product/service is distinct from the competition.

Submit your minimum 1–2 page paper (plus a title and reference page) to the Dropbox.

Rubric

Unit 4 Assignment	Percent possible	Points possible	Points Earned	Comments
Content per Checklists	10%	50		
Response provides correct and complete information demonstrating analysis and critical thinking:				
Identifies the type of business (services/products). Describes inputs, operations processes, and outputs.		15		
Describes how the company will address customer needs; includes core competencies.		10		
Chooses 2 competitors and compares those companies' services/products to their company's. Includes how their company's products/services are distinct from these competitors' offerings.		15		
Subtotal:		40		
Writing, spelling, grammar, and APA/1–2 page minimum plus a title and reference page.	20%	10		
Your Assignment Score:		50		