

MCHENRY RIVERWALK SHOPPES APPLICANT RUBRIC

| | |
|----------------------|--|
| BUSINESS NAME | |
| REVIEWER NAME | |

| |
|-------------|
| DATE |
|-------------|

| DISQUALIFICATION QUESTIONS | YES |
|---|------------|
| Agree to mandatory hours (yes – continue, no – disqualified) | |
| Agree to workshops/meetings (yes – continue, no – disqualified) | |

| RUBRIC | SCORE |
|-------------------------|--------------|
| Expectations Exceeded | 5 |
| Guidelines Met | 3 |
| Incomplete/Irrelevant | 1 |
| No Information Included | 0 |

| CRITERIA | 5 | 3 | 1 | 0 |
|--|----------|----------|----------|----------|
| BUSINESS READINESS | | | | |
| 1 point awarded if business has an EIN Number | | | | |
| 1 point awarded if business has a logo | | | | |
| 1 point awarded if business has a website | | | | |
| 1 point awarded if business has social media accounts | | | | |
| 1 point awarded if business attended SCORE or other workshops | | | | |
| 1 point awarded if business met with SBDC | | | | |
| 1 point awarded if business currently sells online | | | | |
| 1 point awarded if business has a POS system | | | | |
| 1 point awarded if business has employees other than owners | | | | |
| SOCIAL MEDIA | | | | |
| Business has active social media accounts and understands effective marketing and engagement through these accounts. | | | | |
| BUSINESS PLAN | | | | |
| A detailed plan of the business was included. There was a comprehensive industry analysis, as well as management, operational, and financial plans. | | | | |
| MARKETING PLAN | | | | |
| This clearly conveys the overall marketing strategy and provides the budget. It also provides the plans for the following areas: pricing, distribution, promotion, advertising, media, PR, sales, and sales management. | | | | |
| PRODUCTS | | | | |
| The business provides a variety of well-made items in a niche market. There is a clear demographic for their products. | | | | |
| VIABILITY | | | | |
| The market size is large enough to accommodate new sellers. There is room for growth and the business offers something their competitors do not. Their target audience has the discretionary income to purchase their product. | | | | |
| PASSION | | | | |
| Their "reason why" is a driving force that reflects an understanding of the time and financial commitment of owning a retail store. They demonstrate ambition and passion for their business and a desire to succeed. | | | | |
| COLUMN TOTALS | | | | |
| TOTAL SCORE | | | | |