**Midterm Essay Ice Fili**

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| **Criteria** | **Ratings** | **Pts** |
| Use of 5 Forces | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | Outstanding (100%)  20.0 pts | Excellent (95%)  19.0 pts | Very Good (90%)  18.0 pts | Good/High Pass (85%)  17.0 pts | Pass (80%)  16.0 pts | Low Pass (75%)  15.0 pts | Fail  14.0 pts | No Credit  0.0 pts | | 20.0 pts |
| Use of What Is Strategy | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | Outstanding (100%)  20.0 pts | Excellent (95%)  19.0 pts | Very Good (90%)  18.0 pts | Good/High Pass (85%)  17.0 pts | Pass (80%)  16.0 pts | Low Pass (75%)  15.0 pts | Fail  14.0 pts | No Credit  0.0 pts | | 20.0 pts |
| Use of Creating CA & Relative Cost Analysis | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | Oustanding (100%)  20.0 pts | Excellent (95%)  19.0 pts | Very Good (90%)  18.0 pts | Good/High Pass (85%)  17.0 pts | Pass (80%)  16.0 pts | Low Pass (75%)  15.0 pts | Fail  14.0 pts | No Credit  0.0 pts | | 20.0 pts |
| Integration of other course material | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | Outstanding (100%)  20.0 pts | Excellent (95%)  19.0 pts | Very Good (90%)  18.0 pts | Good/High Pass (85%)  17.0 pts | Pass (80%)  16.0 pts | Low Pass (75%)  15.0 pts | Fail  14.0 pts | No Credit  0.0 pts | | 20.0 pts |
| Clarity & Language | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | Outstanding (100%)  20.0 pts | Excellent (95%)  19.0 pts | Very Good (90%)  18.0 pts | Good/High Pass (85%)  17.0 pts | Pass (80%)  16.0 pts | Low Pass (75%)  15.0 pts | Fail  14.0 pts | No Credit  0.0 pts | | 20.0 pts |