

PART 1 (IS HANDED IN BEFORE FEBRUARY 10)

NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:
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The participants are to make a video presentation in which they represent a fictional company attempting to sell crisps to Salling Group. The criteria on this page and the following deal with different parts of this presentation.

Potato potential I (max. 3 point)

Give 1 point to the participant for each of the following if he/she includes them in the presentation:

- company name
- the company's physical location
- other relevant information about the company not directly related to chips production

PERS. 1	PERS. 2	PERS. 3	PERS. 4	PERS. 5	PERS. 6	PERS. 7	PERS. 8	PERS. 9	PERS. 10	PERS. 11	PERS. 12	PERS. 13
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Potato potential II (max. 6 point)

Give 1 point to the participant for including at least one product from Salling Group's tender (Bacon Snacks, Peanut Puffs and/or Salted Plain Chips). In addition:

Give 0-3 points based on how well the participant argues for his/her company's ability to provide the product(s).

Give 0-2 points based on how much the participant taps into the information provided in the table on page 4.

PERS. 1	PERS. 2	PERS. 3	PERS. 4	PERS. 5	PERS. 6	PERS. 7	PERS. 8	PERS. 9	PERS. 10	PERS. 11	PERS. 12	PERS. 13
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Potato potential III (max. 5 point)

Give 0-5 points based on the participant's presentation of his/her own innovative chips variety. Consider whether the idea is original and whether the participant mentions the ingredients and pack sizes.

PERS. 1	PERS. 2	PERS. 3	PERS. 4	PERS. 5	PERS. 6	PERS. 7	PERS. 8	PERS. 9	PERS. 10	PERS. 11	PERS. 12	PERS. 13
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Potato potential IV (max. 7 point)

Give 0-7 points based on the participant's step-by-step explanation of how chips are made at his/her factory. The participant should use the information on page 5 as a basis but may elaborate on the steps (for instance, *how* the products are seasoned) and include additional steps.

PERS. 1	PERS. 2	PERS. 3	PERS. 4	PERS. 5	PERS. 6	PERS. 7	PERS. 8	PERS. 9	PERS. 10	PERS. 11	PERS. 12	PERS. 13

Potato potential V (max. 2 point)

Give 0-2 based on how the participant ends his/her presentation. Does it feel natural, and does the participant express his/her hope that Salling Group will choose his/her company as their supplier?

PERS. 1	PERS. 2	PERS. 3	PERS. 4	PERS. 5	PERS. 6	PERS. 7	PERS. 8	PERS. 9	PERS. 10	PERS. 11	PERS. 12	PERS. 13

PART 1
TOTAL

PART 2 (IS HANDED IN ON FEBRUARY 10)

NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:
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A change of crisps 1 (max. 10 point)

Give 1 point to the participant for each of the following if he/she includes them in the press release:

- a reduction in crisp package size with the price per kilogram remaining the same
- the metal foil within the crisp bags is replaced with one made of plastic
- a new (specified) crisp variety is added to Salling Group's assortment

Give an additional 0-3 points based on how well the participant relates the changes to one or more of Salling Groups CSR areas (e.g. reducing food waste; the areas are listed on page 1 in the assignment)

Finally, give 0-4 points based on how well-written the press release is. It is interesting to read and is it linguistically and grammatically correct?

PERS. 1	PERS. 2	PERS. 3	PERS. 4	PERS. 5	PERS. 6	PERS. 7	PERS. 8	PERS. 9	PERS. 10	PERS. 11	PERS. 12	PERS. 13

A change of crisps 2 (max. 10 point)

Give 0-10 points based on an overall assessment of the participant's advertisement. Consider whether the text content is realistic and linguistically and grammatically correct. The advertisements on page 4 in the assignment can be used as inspiration.

	PERS. 1	PERS. 2	PERS. 3	PERS. 4	PERS. 5	PERS. 6	PERS. 7	PERS. 8	PERS. 9	PERS. 10	PERS. 11	PERS. 12	PERS. 13
PART 2 TOTAL													
COMBINED TOTAL													