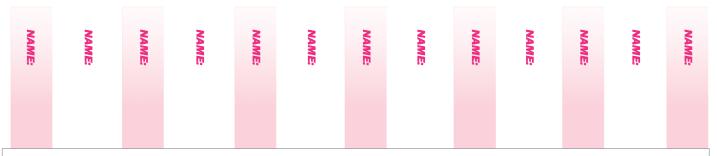


ASSESSMENT CRITERIA



PART 1 (IS HANDED IN BEFORE FEBRUARY 10)



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
	- 1											

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
	1										

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.





ASSESSMENT CRITERIA

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partic	cipant shou	uld use th	e informat	ion on pa	age 5 as a	basis bu	it may elab	porate o	n the step	s (for ins	tance, <i>ho</i>	w the
produ	ucts are se	easoned)	and includ	e additio	onal 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.
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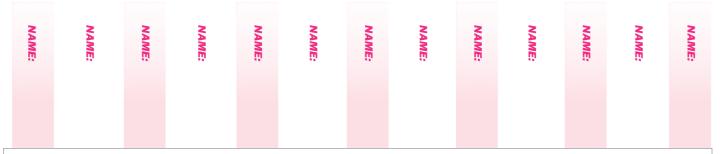




ASSESSMENT CRITERIA



PART 2 (IS HANDED IN ON FEBRUARY 10)



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
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- 1												

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
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