

Company Name:

Website Design, Layout & Home Page		
Section 1: Website Design	Points Possible	Points Awarded
Theme Selection: theme matches overall vision of company	1	
Color Selection: colors are consistent and match overall vision of company	1	
Images: images are appropriate and support the vision of the company	1	
Five pages are visible on the navigation bar	2	
Published and uses correct domain name when creating URL	1	
Total		/6
Section 2: Home Page		
Company Name included and visible at top of home page	1	
Welcome Paragraph: Meets 5 sentence requirement (5) Provides summary of the company and what it offers (3) Uses appropriate spelling and grammar (2)	10	
Image: image is appropriate and supports the vision of the company	1	
Total		/12
Section 3: Webpage Organization		
Web pages use appropriate and informative titles	1	
Information and content is grouped in a logical format	1	
Total		/2
Part 1 Total		/20 PTS

Website Content Requirements (each requirement is worth 2 points)

- COMPANY DESCRIPTION
- MISSION STATEMENT
- FOUR GOALS (REVISIT THESE AND MAKE SURE THEY ARE SMART GOALS!)
- ABOUT THE OWNERS (5 SENTENCE DESCRIPTION OF GROUP MEMBERS AND HOW THEIR BUSINESS PARTNERSHIP FORMED)
- PHOTOGRAPH OF OWNERS (WILL TAKE A PHOTO IN CLASS)
- LIST OF PRODUCTS OR SERVICES WITH DETAILED DESCRIPTION OF EACH
- ORGANIZATION CHART-TO INCLUDE SHORT DESCRIPTION OF MANAGERIAL STYLE THAT MANAGEMENT WILL IMPLEMENT.
- PRO-FORMA INCOME STATEMENT-TO INCLUDE SHORT DESCRIPTION OF HOW THE COMPANY PLANS TO GENERATE START-UP COSTS
- RECORDED BUSINESS PITCH (ONE FROM EACH GROUP MEMBER)
- LOCATION TO INSERT COMPANY COMMERCIAL FROM TECH ED STUDENTS
- COMPANY ADVERTISEMENT

Part 2 Total: ____/22 PTS

GRAND TOTAL FOR GROUP DESIGN & PLANNING: ____/42 POINTS