

## ▼ Analysis of Industry and Strategy

17 points

## Criteria Description

**5. Target**

17 points

Analysis of industry and strategy considerations for Walmart, including whether the five-force model developed by Porter was applied for future success and mitigation of risk, is accurate, thorough, and insightful.

**4. Acceptable**

14.79 points

Analysis of industry and strategy considerations for Walmart, including whether the five-force model developed by Porter was applied for future success and mitigation of risk, is accurate and thorough.

**3. Approaching**

13.43 points

Analysis of industry and strategy considerations for Walmart, including whether the five-force model developed by Porter was applied for future success and mitigation of risk, is mostly accurate and lacks relevant supporting detail.

**2. Insufficient**

12.58 points

Analysis of industry and strategy considerations for Walmart, including whether the five-force model developed by Porter was applied for future success and mitigation of risk, is partially accurate and lacks relevant supporting detail.

**1. Unsatisfactory**

0 points

Analysis of industry and strategy considerations for Walmart, including whether the five-force model developed by Porter was applied for future success and mitigation of risk, is mostly inaccurate or incomplete.

**Criteria Description**

**5. Target**

12.75 points

Description of Walmart business strategy relationship to the balance sheet items that demonstrates the differences between the financial statements and line items is accurate, thorough, and insightful.

**4. Acceptable**

11.09 points

Description of Walmart business strategy relationship to the balance sheet items that demonstrates the differences between the financial statements and line items is accurate and thorough.

**3. Approaching**

10.07 points

Description of Walmart business strategy relationship to the balance sheet items that demonstrates the differences between the financial statements and line items is accurate and thorough.

**2. Insufficient**

9.44 points

Description of Walmart business strategy relationship to the balance sheet items that demonstrates the differences between the financial statements and line items is partially accurate and lacks relevant supporting detail.

**1. Unsatisfactory**

0 points

Description of Walmart business strategy relationship to the balance sheet items that demonstrates the differences between the financial statements and line items is mostly inaccurate or incomplete.

**Criteria Description**

**5. Target**

12.75 points

Description of Walmart business strategy relationship to the income sheet items and demonstration of knowledge of revenues and expenses is accurate, thorough, and insightful.

**4. Acceptable**

11.09 points

Description of Walmart business strategy relationship to the income sheet items and demonstration of knowledge of revenues and expenses is accurate and thorough.

**3. Approaching**

10.07 points

Description of Walmart business strategy relationship to the income sheet items and demonstration of knowledge of revenues and expenses is mostly accurate and lacks relevant supporting detail.

**2. Insufficient**

9.44 points

Description of Walmart business strategy relationship to the income sheet items and demonstration of knowledge of revenues and expenses is partially accurate and lacks relevant supporting detail.

**1. Unsatisfactory**

0 points

Description of Walmart business strategy relationship to the income sheet items and demonstration of knowledge of revenues and expenses is mostly inaccurate or incomplete.

**Criteria Description**

**5. Target**

12.75 points

Analysis of the cash flow statement, differentiating the various activities and line items in the cash flow statements, is accurate, thorough, and insightful.

**4. Acceptable**

11.09 points

Analysis of the cash flow statement, differentiating the various activities and line items in the cash flow statements, is accurate and thorough.

**3. Approaching**

10.07 points

Analysis of the cash flow statement, differentiating the various activities and line items in the cash flow statements, is mostly accurate and lacks relevant supporting detail.

**2. Insufficient**

9.44 points

Analysis of the cash flow statement, differentiating the various activities and line items in the cash flow statements, is partially accurate and lacks relevant supporting detail.

**1. Unsatisfactory**

0 points

Analysis of the cash flow statement, differentiating the various activities and line items in the cash flow statements, is mostly inaccurate or incomplete.

Criteria Description

**5. Target**

12.75 points

Description of the relationship between the financial statements, including which information flows from one financial statement to the other, is accurate, thorough, and insightful.

**4. Acceptable**

11.09 points

Description of the relationship between the financial statements, including which information flows from one financial statement to the other, is accurate and thorough.

**3. Approaching**

10.07 points

Description of the relationship between the financial statements, including which information flows from one financial statement to the other, is mostly accurate and lacks relevant supporting detail.

**2. Insufficient**

9.44 points

Description of the relationship between the financial statements, including which information flows from one financial statement to the other, is partially accurate and lacks relevant supporting detail.

**1. Unsatisfactory**

0 points

Description of the relationship between the financial statements, including which information flows from one financial statement to the other, is mostly inaccurate or incomplete.

Criteria Description

**5. Target**

12.75 points

Description of the use and benefit of common size/ratio data is accurate, thorough, and insightful.

**4. Acceptable**

11.09 points

Description of the use and benefit of common size/ratio data is accurate and thorough.

**3. Approaching**

10.07 points

Description of the use and benefit of common size/ratio data is mostly accurate and lacks relevant supporting detail.

**2. Insufficient**

9.44 points

Description of the use and benefit of common size/ratio data is partially accurate and lacks relevant supporting detail.

**1. Unsatisfactory**

0 points

Description of the use and benefit of common size/ratio data is mostly inaccurate or incomplete.

**Criteria Description**

Includes spelling, capitalization, punctuation, grammar, language use, sentence structure, etc.

**5. Target**

4.25 points

No mechanical errors are present. Skilled control of language choice and sentence structure are used throughout.

**4. Acceptable**

3.7 points

Few mechanical errors are present. Suitable language choice and sentence structure are used.

**3. Approaching**

3.36 points

Occasional mechanical errors are present. Language choice is generally appropriate. Varied sentence structure is attempted.

**2. Insufficient**

3.15 points

Frequent and repetitive mechanical errors are present. Inconsistencies in language choice or sentence structure are recurrent.

**1. Unsatisfactory**

0 points

Errors in grammar or syntax are pervasive and impede meaning. Incorrect language choice or sentence structure errors are found throughout.

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**Total 85 points**