



## Company Catalog or Company Menu

### DESCRIPTION OF EVENT

Each Virtual Enterprise Company is asked to create a Company Catalog or Company Menu depending upon type of firm. The catalog should be no more than 10 pages, front and back, or 20 pages single-sided which includes Title Page, Table of Contents, ordering information, and product/service descriptions and prices. It is to be uploaded digitally based on the guidelines determined by competition hosts.

### GUIDELINES

- Student-employees of each company will design and display a company newsletter internally-focused for their employees.
- All student-employees can participate in the design and production of the company catalog or company menu. The design must be original student work.
- All entries must be appropriate for a school event.
- Company Catalog or Menu will be uploaded on the portal under trade shows, competition registration/submission by 12/9/16 by 11:59 pm.
- Only one (1) Company Catalog or Menu per VEI firm may be uploaded online.
- Catalogs/Menus must be uploaded by specified date and in **PDF format**.
- The catalog/menu should not exceed 20 pages, including the title page, table of contents, ordering information, and product/service descriptions and prices. Front and back covers are not counted in the page limit. Catalogs/menus of more than 20 pages will be disqualified.
- Each side of the page providing information is counted as a page.
- Refer to the Company Catalog/Menu Rubric Evaluation on next page for specific elements to be included in this newsletter.
- The top ten Company Catalogs/Menus will receive awards. There will be no final in this competition. Honorable Mention certificates will also be awarded.

## Company Catalog or Menu Rubric

Company Catalog or Menu		Firm Name:			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Organization</b>					<b>SCORE</b>
<ul style="list-style-type: none"> <li>Contains a Title Page (complete with company logo and company contact information).</li> <li>Introduction page for Menu (complete with company logo and company contact information).</li> <li>Table of Contents with page numbers for Catalog.</li> <li>Overall well-organized.</li> </ul>	0	1 - 5	6 - 10	11 - 15	
<b>Design</b>					<b>SCORE</b>
<ul style="list-style-type: none"> <li>Design reflects creativity as well as professionalism.</li> <li>Variations in page layout designs keep customer engaged in the products/services.</li> <li>Font is easy to read, legible and enhances the catalog or menu rather than detracting from the catalog's or menu's effectiveness.</li> <li>Catalog or menu free of spelling and grammar errors.</li> </ul>	0	1 - 5	6 - 10	11 - 15	
<b>Images</b>					<b>SCORE</b>
<ul style="list-style-type: none"> <li>Images clearly presented and obviously associated with product description.</li> </ul>	0	1 - 5	6 - 10	11 - 15	
<b>Product Descriptions</b>					<b>SCORE</b>
<ul style="list-style-type: none"> <li>Products presented in logical and rational manner.</li> <li>Product descriptions and pricing informative and detailed.</li> <li>All products have product codes or numbers and prices.</li> </ul>	0	1 - 5	6 - 10	11 - 15	
<b>Ordering</b>					<b>SCORE</b>
<ul style="list-style-type: none"> <li>Offers one or more ways for customers to purchase products/services (order form, website, phone number).</li> </ul>	0	1 - 5	6 - 10	11 - 15	
<b>Final Score/TOTAL POINTS (out of 75)</b>					

**Judge's Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Judge's Comments:** Please make comments on Strengths and Weaknesses