

MBA 690 Milestone Three Guidelines and Rubric

In Milestone Three, you will submit your discussion of the life cycle management (Section III) of your business product, service, or other idea from your business plan in the Marketing and Strategy course.

Prompt: In this milestone, consider the sustainability of your idea in the marketplace from initial inventory to subsequent sustainment in the supply chain. Specifically, examine the company's own inventory as a starting point—that inventory came from a supplier—which is where your supply chain starts. Additionally, your finished product will *travel downstream* along the supply chain by means of shippers, distribution centers and then finally, to a retailer. These components should be outlined in this paper.

Identify and describe the technologies you intend to use along the company's supply chain such as RFID tagging and bar coding, e-procurement, and 3PL. Identify and justify your **clicks or bricks** decision, that is, your rationale for brick-and-mortar locations or internet services or a combination of both. The paper should identify the key data needed to support the functions of inventory management and supply chain management.

You should describe the life cycle of the business idea. Focus your response on the future of the business idea, specifically on its growth and eventual decline. Assess the profit generation and cost-saving opportunities associated with the business idea based on the life cycle you described. Your assessment should be supported with rationale. Determine a phase-out plan for your business idea that ensures a sustainable solution that makes way for future innovation and profit streams. Ensure that you justify the steps in your plan.

Specifically, the following **critical elements** must be addressed:

- III. Life Cycle: In this section, you will discuss the life cycle of your business product, service, or other idea from your business plan in the Marketing and Strategy course. Specifically, you should:
 - a) Describe the **life cycle** of the business idea. Focus your response on the future of the business idea, specifically on its growth and eventual decline.
 - b) Assess the **profit generation** and cost-saving opportunities associated with the business idea based on the life cycle you described. Your assessment should be supported with rationale.
 - c) Determine a **phase-out plan** for your business idea that ensures a sustainable solution that makes way for future innovation and profit streams. Ensure that you justify the steps in your plan.

Rubric

Guidelines for Submission: Your paper should adhere to the following formatting requirements: It is submitted as an APA-style Microsoft Word (or open source) document, 8-10 pages (not including title and reference pages), double-spaced, using 12-point Times New Roman font and one-inch margins. There should be a minimum of two references cited in APA format.

| Critical Elements | Proficient (100%) | Needs Improvement (75%) | Not Evident (0%) | Value |
|---------------------------------|---|---|---|--------------|
| Life Cycle | Clearly describes life cycle of business idea, focusing on future growth and decline | Describes life cycle of business idea, but without a focus on future growth and decline or with gaps in clarity or detail | Does not describe life cycle of business idea | 30 |
| Profit Generation | Comprehensively assesses profit generation and cost-saving opportunities associated with business idea based on life cycle and supported with rationale | Assesses profit generation and cost-saving opportunities associated with business idea, but response is not based on life cycle or has gaps in accuracy, detail, or support | Does not assess profit generation and cost-saving opportunities associated with business idea | 30 |
| Phase-Out Plan | Determines appropriate phase-out plan for business idea that ensures sustainable solution for future innovation and profit streams | Determines phase-out plan for business idea, but plan is not appropriate for ensuring sustainable solution for future innovation and profit streams | Does not determine phase-out plan for business idea | 30 |
| Articulation of Response | Submission has no major errors related to citations, grammar, spelling, syntax, or organization | Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas | Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas | 10 |
| Total | | | | 100% |