



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.

Instructor Feedback: This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review [these instructions](#).

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%