| **Performance**  **Criteria** | **Score** | **Rating = 5** | **Rating = 3** | **Rating = 1** |
| --- | --- | --- | --- | --- |
| **Strengths (Internal Audit)** |  | Comprehensive and realistic list that states the basis for the company’s competitive edge. | List is not comprehensive enough or it contains strengths that are not realistic. | Clearly lacks effort in the development of the criteria. |
| **Weaknesses (Internal Audit)** |  | Comprehensive and realistic list that states areas in which the company struggles and provides a solution to correct the weakness. | Comprehensive and realistic list that states areas in which the company struggles. | Clearly lacks effort in the development of the criteria. |
| **Opportunities (External Audit)** |  | Comprehensive and realistic list of well thought-out opportunities for profit and growth. Provides plan for realizing the opportunities. | Comprehensive and realistic list of well thought-out opportunities for profit and growth. | Clearly lacks effort in the development of the criteria. |
| **Threats (External Audit)** |  | Comprehensive and realistic list that state the threats that may affect the company’s competitive edge. Provides solutions to meet those threats head-on. | Comprehensive and realistic list that state the threats that may affect the company’s competitive edge. | Clearly lacks effort in the development of the criteria. |
| **Total** |  |

**Evaluator Comments:**