

Examiner comments

Project C

Assessment criteria	Marks awarded	Marks available	Comments
Criterion A	2	5	The connection between creativity and Lululemon is described, with references throughout—but the conceptual analysis remains limited (despite the use of terms such as “adaptive creativity”); this is the main weakness of the internal assessment (IA).
Criterion B	3	4	There are three supporting documents (SDs) that are relevant and in sufficient depth; however, there is not a clear range of perspectives, which is an essential requirement for B4, hence the award of B3.
Criterion C	4	4	Several relevant tools are well selected and well applied: Ansoff matrix, revenue streams, promotional mix. No reason not to award 4 marks.
Criterion D	4	5	Good analysis of the “Power of Three”—enough evaluation to justify D4.
Criterion E	2	3	Clear conclusion, consistent with the evidence presented (through the three analyses); will the “Power of Three” really lead to an increase in Lululemon’s financial success? The wording of this forward-looking question means that it is not possible to answer it with confidence, which is why E3 is not awarded—the conclusion ultimately does not answer the research question (RQ).
Criterion F	2	2	No issue. The structure is clear: one model after the other. No reason not to award 2 marks.
Criterion G	2	2	No issue. All components are present. No reason not to award 2 marks.
Total	19	25	