

Small Business Management Team (510)

Description

The team will use strategic planning and problem-solving skills to provide solutions to the business case study provided. At state and national level, teams will be presented with an additional element to the scenario that requires revision of their final presentation.

Eligibility

Any student may enter this event. A team will consist of 2-4 members.

Team must supply

- Pencils or pens
- Presentation device (optional)
- Projection equipment (optional)
- Product props (samples and promotional items) (optional)
- Prepared posters (optional)
- Graphs (optional)
- Easel (optional)
- Poster board and/or flipcharts and markers (optional)

Business Professionals of America assumes no responsibility for hardware/software provided by the team.
No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.
No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Analyze needs, prioritize, and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business setting
- Demonstrate self-esteem, self- and team-management, and integrity
- Demonstrate a working knowledge of business management concepts
- Apply critical thinking skills to make decisions and solve problems
- Demonstrate a working knowledge of entrepreneurial concepts
- Identify key issues
- Document assumptions as a foundation for recommendations
- Evaluate, prioritize, interpret, and communicate analysis of data
- Allocate time, money, materials, space, and staff
- Analyze short- and long-term financial impacts of recommendations
- Negotiate business solutions
- Develop and implement an action plan
- Perform a SWOT analysis
- Apply problem solving techniques
- Organize ideas and communicate orally in group presentation
- Apply understanding of managing equipment needs, merchandising, business ethics, personal image, market research, advertising, bankruptcy, legal issues, financial issues, expansion, international business, environmental issues, economic issues, and customer relations

Specifications

- It is the policy of Business Professionals of America to comply with state and federal copyright laws, which are available on the Web at www.copyright.gov/title17/circ92.pdf. Use the Copyright and Fair Use Guidelines in the [Style & Reference Manual](#).
- **Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**
- Team will present before a panel of judges and timekeeper. No audience will be allowed.
- [A Team Entry Form](#) must be presented at the NLC at both the Preliminary and Final presentation.

- All team members must participate in order to be ranked.

Initial Case Study Topic

Your team has been engaged by the CEO of TG Treats, Charlie Chocolate, to help develop a new strategy for the company. In the initial meeting, Mr. Chocolate said his long-term strategic goal is to see TG become the #1 player in the market for boxed chocolates. TG is currently facing internal and external challenges that need to be addressed to enable it to commence a journey toward assuming market leadership.

External Challenges:

- Growing Market
- Multiple Geographies
- Established Competition with Market Leaders

Internal Challenges:

- High Cost Structure
- Underutilized Capacity
- Sales Channel Limitations

There are four major players in this market who compete globally in their categories:

- TG – competes in regular chocolate category but offers specialty chocolates at Christmas and Easter
- Goo-E – offers only regular chocolates sold in supermarkets and hypermarkets
- Beautiful – offers only specialty chocolates, sold through department stores, luxury sweet shops, and boutique stores
- Fancy – offers only specialty chocolates, sold through department stores, luxury sweet shops, and boutique stores

Review the corresponding exhibits to help build your proposal for a new TG Treats strategy ([click here for exhibits](#)). Your proposal will be presented to Charlie Chocolate where you should provide **at least** one recommendation which includes a review of the following:

1. How can TG improve its operational performance?
2. How can TG improve its financial performance (costs, revenues, etc.)?
3. How can TG grow its market share?
4. How can TG improve the awareness and visibility of its brand among consumers?
5. What other data should be collected to help become the #1 boxed chocolate maker?

A team will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.

Teams who do not submit an entry that follows this topic will be disqualified

Method of evaluation

Judge's Scoring Rubric

Length of event

- No more than five (5) minutes proctor orientation for state and national levels
- No more than thirty (30) minutes preparation time for state and national levels
- No more than five (5) minutes set-up in presentation room
- No more than ten (10) minutes presentation time
- No more than ten (10) minutes judges' questions
- Finals may be required at state and national levels

Equipment/supplies provided

- Case problem
- Projection surface at national competition only.

Preparation room

If desired, team may bring one (1) laptop/notebook computer, portable printer, projection equipment, software, and paper (must bring all or none) for use in the preparation room. Electrical power will be provided. Carry-in and set-up of equipment must be done solely by the team and must take place within the time allowed for orientation/warm-up.

Contest presentation

Team may use **one** laptop/notebook computer, projection equipment, posters, flip charts, or graphs for presentation. Those who want to use computer/projection equipment for presentation **must** provide their own equipment. Carry-in and set-up of equipment must be done solely by the team and take place within the time allotted.

Entries

Each state is allowed two (2) entries

Teams in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event administrator/proctor before judging takes place.

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Judge Number _____

Team Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation <i>Opening and summary</i>	1-5	6-10	11-15	16-20	
Organization of content <i>(Presentation flowed in a logical sequence)</i>	1-5	6-10	11-15	16-20	
Demonstrated knowledge of managerial and entrepreneurial concepts	1-5	6-10	11-15	16-20	
Implementation of plan	1-5	6-10	11-15	16-20	
Solution to problem	1-5	6-10	11-15	16-20	
Team addressed additional information that was given on-site	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
TOTAL PRESENTATION POINTS (140 points maximum)					

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none are awarded by the proctor per team, not per judge.		Points Awarded
Team Entry Form provided at check in	10	
All registered team members in attendance for entire event	10	
TOTAL SPECIFICATION POINTS (20 points maximum)		

TOTAL MAXIMUM POINTS = 160

PRESENTATION WILL BE STOPPED AT 10 MINUTES