

(510) Small Business Management Team (S | PS)

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 member may enter this event. A team will consist of 2-4 members. Teams must participate in both parts of the competition in order to be ranked.

Team must supply

- Pencils or pens
- Computer (optional)
- Portable printer w/paper (optional)
- 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

- Develop and implement an action plan
- Analyze needs, prioritize, and delegate team responsibilities needed to perform required tasks
- Demonstrate a working knowledge of entrepreneurial and business management concepts
- Apply critical thinking skills to make decisions and apply problem solving techniques
- Identify key issues and 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
- Perform a SWOT analysis
- Organize ideas and communicate orally in group presentation

Specifications

- All materials (props, displays, samples, gifts, etc.) other than the required submission, may *not* be left with judges.
- Team will present before a panel of judges and timekeeper. No audience will be allowed.
- Cell phones may *not* be used in the preparation room.
- No advisor contact will be allowed between the time of the receiving the topic and the delivery.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than ten (10) minutes of judges' questions.

- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Initial Case Study Topic:

A local business owner, Katie Jones, is looking for ways to improve her photography business. She has been taking professional photos for several years and has built clientele from the local area and surrounding cities. She takes photos for weddings, birthdays, family pictures, and other significant life events. The business keeps her extremely busy and takes away a significant amount of time from her family and other personal pursuits. She would like to spend less time working in order to spend more time with her family and pursue other types of photography but has to continue making the revenue she has been making in order to make her business worth her time and pay for equipment upgrades. She has hired your team to help her devise some business strategies that will help her continue her business and achieve her personal goals.

Currently, a client will book an appointment with Katie. She will prepare for the event, take the photos, and then spend time editing the photos and creating the products the client asks for. Most of the products Katie prints are outsourced and shipped to Katie, who then delivers the products. The majority of products are just normal photo prints of different sizes. She has thought about creating new products, but isn't sure what to create or if the cost will be worth it to her clients as they order what they specifically want. Her prices are all individually contracted without a pricing system because each event and its needs are uniquely different.

Katie has thought through some of the obvious factors. She knows she needs to generate more revenue. She could easily charge more money across all levels of her business, but since most of her clients are local, charging more money will break the personal connection and they will hire a different photographer for less money.

Another limiting factor is time. She has thought about hiring help. Having help with taking and editing photos would easily free up her time, but she is worried about quality control and still making enough money for herself after paying for the employees. Another position she has thought about hiring is an assistant who helps with scheduling, but again is afraid that her revenue stream is not large enough to cover the new expense.

Prepare a presentation for Katie with your suggestions for her company including, but not limited to, the questions below.

- How can Katie generate more revenue without spending more time working on the business?
- How can Katie alleviate her time spent on the business without generating less revenue/profit?
- What types of hired positions could Katie use to efficiently grow her business?
- Are there different products and services Katie can offer?
- How can all of the discussed elements help Katie feel confident that her business will grow and protect everything she has worked for (i.e., profit, reputation, etc.)?

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 orientation for state and national levels

No more than thirty (30) minutes preparation time for state and national levels

No more than three (3) 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

Preparation room

If desired, team may bring one (1) laptop/notebook computer, portable printer with paper, projection equipment, software, poster board, and markers for use in the preparation room.

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.

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 judges before judging takes place.

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Judge Number _____

Team Number _____

Presentation Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

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)					

Props and/or additional items shall not be used as a basis for scoring.

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Team Number _____

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per team, <i>not</i> per judge.	Possible Points	Points Awarded
Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than ten (10) minutes – 5 points	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 TEN (10) MINUTES