

## **(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 Secondary or Post-secondary division student member may enter this team 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:**

Jeremy Johnson owns a food truck called JJ's and has hired you to help him look at his business and generate ideas to help him improve his profits. Jeremy has sold different types of food throughout the year including burgers, fried rice bowls, barbecue, turkey legs and burritos. Lately, he has found a good customer base selling slices of pizza. Sometimes Jeremy decides to switch up the entire offering to a previous menu to try to keep customers coming so they don't get tired of his current offerings.

JJ's typically sits in the same location year-round. Jeremy has struck a deal with a local retail store to sell in their parking lot for a fairly cheap fee. From time to time, Jeremy will get requests to cater a specific event. His most profitable hours have been at a catered event, but finds that sometimes he will take the truck to the event and not sell enough to make it worth his time. This has strengthened his resolve to stay in his typical location because he has a good idea how many customers order from his truck regularly and the local events that bring more foot traffic.

Overall, JJ's is profitable and customers are satisfied with the food they get. Jeremy has tried to change his operation to accommodate customers who bring things to his attention. One complaint he has received is that when he changes his menu, customers are expecting what he has been serving and are disappointed to find it is no longer on the menu. Another complaint is that the food is not as good when he is not there as the chef; however, Jeremy cannot always be there.

Jeremy would like to make his business more profitable so he can begin planning for his retirement. One thing Jeremy has noticed is that many times, he ends up throwing out some of his ingredients because he doesn't sell enough of certain menu items. For example, with pizza, he has chicken in stock for some of his recipes. If the pizzas with chicken on them are not ordered enough, then he has to throw it out. He buys all of his ingredients in bulk at a warehouse grocery store so they are cheaper per unit and make more per pizza.

Jeremy has great hopes for his business including expansion and growth. How can Jeremy improve his business? What suggestions do you have for JJ's and its future? Consider the following questions as you form your response.

- Should JJ's continue to accept opportunities to cater events? If so, under what circumstances?
- How can Jeremy ensure quality control for his food?
- JJ's has a good following of customers. Would the business be better off with a permanent building rather than a mobile truck?
- What can Jeremy do to improve communications with customers before they arrive to order food?
- What can be done with internal processes to help minimize loss and maximize profit?

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	
<b>TOTAL PRESENTATION POINTS (140 points maximum)</b>					

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

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

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

**Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per team, <i>not</i> per judge.	<b>Possible Points</b>	<b>Points Awarded</b>
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	
<b>TOTAL SPECIFICATION POINTS (20 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 160**

**PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES**