

(510) Small Business Management Team

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 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 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.

Props or visual aids are allowed in this competition.

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

Initial Case Study Topic:

Jessica Smith owns and operates a limited liability company where she is paid to be a social media influencer. She has an active YouTube channel with about 85 million subscribers. She utilizes the channel to make videos about the perks and cons of living in New York City, as well as travel for both those who live within the city and those who plan to visit the city. Her YouTube channel is named Jess In NYC, and her subscribers help her earn about \$12,000 (gross) a month. Her main income for the business comes from ad revenue generated by her subscribers and paid by YouTube. Jessica is currently a one-woman show, and spends the majority of her day filming, editing, and posting to her YouTube channel. She also tries to carve out at least half an hour each day responding to subscriber emails and comments on her posts. Due to the fact her

business has no employees, her expenses are relatively low for the business. She currently pays herself a salary of \$100,000, leaving the extra to reinvest into the business; however, she has only been doing this for about one year. Jessica is wanting to expand her business but is unsure of what ways would be most successful and/or cost effective. Jessica is also interested in bringing on some additional employees to aid in the support and growth of her business. Jessica's primary focus is creating additional value for subscribers while maximizing revenue and growth for the business. Jessica is concerned about the potential time expanding the business would cause and needs solutions that provide growth to the business while prioritizing her time and effort.

One key fear Jessica has when attempting to grow the business is causing subscribers to feel as though she is only catering to the revenue customers bring in, instead of seeing them as a part of the community she has built around her channel. Jessica wants to find ways to grow the business and increase revenue in ways that prioritize customer/subscriber engagement. Create a presentation detailing the ways that Jessica can grow her business without alienating customers. Share insights to current industry trends, financial implications, and human resources requirements.

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

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

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 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.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

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 setup 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 three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

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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	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				5	
At least two original team members in attendance at time of presentation				10	
TOTAL PRESENTATION POINTS (160 points maximum)					

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

TOTAL MAXIMUM POINTS = 160

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES