

## **(150) Financial Analyst Team**

### **Description**

Use analytical and problem solving skills to make decisions and recommendations using financial reports, both internal and external. The team analyzes and interprets reports from a business case study. 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. At least one (1) member should have an accounting background. Contestants participating in national level competition must be registered for the event prior to submission deadline for technical judging. Teams must participate in both parts of the competition in order to be ranked.

### **Team must supply**

- Pencils or pens
- Computer (optional)
- Presentation device (optional)
- Projection equipment (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**

- Apply generally accepted accounting principles (GAAP) to determine the value of assets, liabilities, and owner's equity
- Prepare, interpret, and analyze financial statements for various types of businesses
- Use planning and control principles to evaluate the performance of an organization and apply differential analysis and present-value concepts to make decisions
- Use mathematical procedures to analyze and solve business problems
- Complete and analyze comparative financial statements including ratio analysis
- Prepare and analyze budgets
- Identify risks that affect business decisions
- Enter and edit data using spreadsheet software
- Prepare a technical written report
- Present findings in a formal presentation using supporting materials

### **Specifications**

- 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.
- All materials 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.
- One (1) copy of the [Team Entry Form](#), including signatures, must be presented at NLC at both the Preliminary and Final Competition.
- No advisor contact will be allowed between the time of receiving the topic and the delivery of the presentation.
- Cell phones may *not* be used in the preparation room.

**Initial Case Study Topic:**

Golden Goddess Enterprises began 60 years ago when its founder, Donna Lowenstein, began selling her organic shampoo and conditioner in her local drugstore in Columbus, OH. Over the years, Golden Goddess has grown to be a multi-million dollar corporation, with their products being sold in stores across the Midwest as well as online.

Ten years ago Golden Goddess expanded its product line and began producing a line of natural sunscreens. While the haircare lines are manufactured at the same facility, the sunscreen is manufactured at a separate facility.

Both the shampoo lines and sunscreen lines have been profitable, while the conditioner line continues to struggle. Golden Goddess's Board of Directors is considering several possible scenarios and has hired your financial consulting company to analyze the data and make a recommendation. Possible recommendations could include (but are not limited to):

- 1) Drop the conditioner line since it is unprofitable and focus resources on expanding the shampoo and sunscreen lines
- 2) Drop the sunscreen line and refocus resources on their core haircare lines.
- 3) Keep all three lines as currently produced.

<b>Shampoo Line</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Net Sales Revenue	\$131,439,255	\$136,489,361	\$137,451,522	\$140,975,920	\$143,560,000
Manufacturing Costs:					
Variable	46,758,450	50,386,261	52,871,207	56,007,635	58,039,000
Fixed	55,200,000	55,350,000	55,500,000	55,500,000	55,500,000
Selling & Administrative Costs:					
Variable	12,497,533	12,977,708	13,069,193	13,404,300	13,650,000
Fixed	7,575,000	7,575,000	8,285,000	8,285,000	8,285,000
<b>Conditioner Line</b>					
Net Sales Revenue	128,201,340	131,758,828	133,494,253	130,620,600	\$131,940,000
Manufacturing Costs:					
Variable	54,366,870	56,048,320	57,367,779	58,538,550	59,430,000
Fixed	55,350,000	55,350,000	55,500,000	55,500,000	55,500,000
Selling & Administrative Costs:					
Variable	12,070,009	12,404,943	12,568,331	12,297,780	12,422,000
Fixed	7,575,000	7,575,000	8,285,000	8,285,000	8,285,000
<b>Sunscreen Line</b>					
Net Sales Revenue	226,812,548	241,959,194	256,584,511	254,094,386	\$251,007,000
Manufacturing Costs:					
Variable	72,500,865	77,677,945	81,517,415	81,516,600	82,340,000
Fixed	116,320,000	116,320,000	116,320,000	116,320,000	116,320,000
Selling & Administrative Costs:					
Variable	18,970,063	20,455,103	21,691,520	21,481,006	21,220,000
Fixed	15,000,000	15,830,000	15,830,000	15,830,000	15,830,000

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 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, 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 (1) 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 judges before judging takes place.**

## (150) Financial Analyst Team

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 financial concepts	1-5	6-10	11-15	16-20	
Analysis of data	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>					

\***Note:** this item will only be evaluated at the state and national level competition; modification scenario is *not* provided at the regional level.

**(150) Financial Analyst Team**

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	
Documentation submitted at time of check-in: keyed and signed <a href="#">Team Entry Form</a> (1 copy) <i>Must have copies for preliminaries and finals</i>	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 170**

**PRESENTATION WILL BE STOPPED AT TEN MINUTES**