

(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:

A local business owner, Juan Mendez, is looking for ways to grow his small electronics repair business. Juan runs the business by himself and often stays late at work to ensure that his orders are completed quickly for his customers. Juan has a reputation for being affordable and able to fix most issues his customers have with their devices from cell phones to gaming consoles to computers. Juan has earned himself a reputation for being very knowledgeable and always being able to help his customers. Juan spends more time at the business away from his family than he would like but is not able to take any time off from the business and continue to meet the demand of customers. Juan's services are the average price for repairs for his area, but he is only able to complete three to five repairs per day depending on what repairs need to be made and what equipment is needed to repair items. Juan has also accumulated several pieces of equipment that he has not needed and was unable to return. Things such as internal components

of gaming controllers, outdated cell phone screen replacements, and other outdated equipment are scattered throughout the storage areas of his business. Additionally, Juan spends a large chunk of time learning how to repair new devices as he receives them due to the wide variety of services he offers. Juan has hired your team to provide possible strategies to allow Juan to be able to grow his business.

The process for a repair begins with a customer contacting the store's phone where Juan will answer and get the necessary details from the customer. Juan arranges a time for the customer to bring in their equipment so that Juan can begin working on it. Juan will also let the customer know the approximate day he anticipates the repair to be finished. Juan's current turnaround time is approximately 5 days depending on the severity of the repair. Juan spends a considerable amount of time checking in on customers and answering the phones which takes him away from the repair he is currently working on. Juan does not have a standardized pricing method due to the variety of repairs he makes and the various level of severity a repair might be.

Juan has tried to solve some of these problems on his own but has run into additional problems. Juan considered raising prices to lessen his workload and be able to focus more on his most dedicated customers, but Juan does not want to alienate any of his customers as they often return time and time again based on his skills, customer service skills, and turnaround times. Juan is one of the few electronic repair businesses in his area and knows that several people in his community rely on him.

Juan has considered hiring someone to help him process the repairs but has been unable to find someone due to the labor shortage. Juan also considered hiring someone to help make the repairs themselves but has struggled to find anyone with the credentials to work on the equipment without Juan's constant supervision. Juan also worries about training a new person when his time is already stretched so thin.

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

- How can Juan alleviate the overwhelming demand from customers he is experiencing?
- How can Juan create a more profitable business without dedicating more of his time?
- What are some ways Juan could find qualified employees to help him?
- What can Juan do to allow him to be able to dedicate more time to repairs even if he can't hire any new staff?
- Are there any strategies Juan can use to attract employees during a labor shortage?
- How will your suggested changes or additions create value for Juan's business and ensure him that his business will grow without damaging customer satisfaction or wait times?

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

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