



# SMALL BUSINESS MANAGEMENT TEAM (62)

—Secondary—

Regional 2013

**TOTAL POINTS**

\_\_\_\_\_ (160)

---

***Judges/Graders:***

Please double-check and verify all scores!



### **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.

### **Initial Case Study Topic**

Mr. John Smith owns and operates a sporting goods store. The store is located in a strip mall and has few, if any, customers on any given day. Over the years, John has seen business decline yet he has remained there, while other stores at the mall seem to be doing an excellent business.

John has realized that in order for his business to continue operating he must do something to keep it growing. What action should he take to see that the business he started 10 years ago is still operating in five years? Does he have any other options available to him that might help solve some of his problems?

Just last year John expanded into the neighboring store space, he now has set aside an additional \$100,000 to help with expansion. Address the following items in your team presentation:

1. What pertinent information would John need to consider in deciding what would be worthwhile for him to continue operating his business for five more years?
2. Should John consider taking in a partner to help with the operation of the business?
3. Discuss the financial, personnel, market research, advertising, and customer relations or any other information that may be helpful.
4. What changes would your team recommend John make in his company if he is to successfully compete with other similar stores in his area?
5. What percentage of the \$100,000 should be used for marketing and advertising?
6. What current trends would have the greatest impact on John's product line?

**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**



**JUDGING PROCEDURE**

- Contestant will be introduced by team number.
- As a team of judges, formulate two to three questions to ask at the conclusion of the presentation. Be sure to ask the same questions of each contestant.
- Contestant will present before a panel of judges and timekeeper. No audience will be allowed.
- All team members must participate.
- The length of set-up will be no more than five (5) minutes.
- The length of the presentation will be no more than ten (10) minutes and followed by judges' questions.
- Presentation will be stopped at ten (10) minutes.
- Excuse contestants upon completion of answering judges' questions.
- **There can be no ties in the top ten (10) contestants.** It is the responsibility of the judges to break any ties
- Administrator will fill out ranking sheet prior to dismissing the judges
- If more than one (1) section is necessary, finalists will be determined by selecting an equal number from each section
- Give administrator all Judges' Rating Sheets, Judge Evaluation Sheets and contest materials

**Please double-check and verify all scores!**