



# SMALL BUSINESS MANAGEMENT TEAM (510)

—Secondary—

**REGIONAL – 2014**

*TOTAL POINTS* \_\_\_\_\_ (160)

**Judges/Graders: Please double check and verify all  
scores and answer keys!**

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*Workplace Skills Assessment Program* competition.



## 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

Your team has been engaged by the CEO of TG Treats, Charlie Chocolate, to help develop a new strategy for the company. In the initial meeting, Mr. Chocolate said his long-term strategic goal is to see TG become the #1 player in the market for boxed chocolates. TG is currently facing internal and external challenges that need to be addressed to enable it to commence a journey toward assuming market leadership.

### External Challenges:

- Growing Market
- Multiple Geographies
- Established Competition with Market Leaders

### Internal Challenges:

- High Cost Structure
- Underutilized Capacity
- Sales Channel Limitations

There are four major players in this market who compete globally in their categories:

- TG – competes in regular chocolate category but offers specialty chocolates at Christmas and Easter
- Goo-E – offers only regular chocolates sold in supermarkets and hypermarkets
- Beautiful – offers only specialty chocolates, sold through department stores, luxury sweet shops, and boutique stores
- Fancy – offers only specialty chocolates, sold through department stores, luxury sweet shops, and boutique stores

Review the corresponding exhibits to help build your proposal for a new TG Treats strategy. Your proposal will be presented to Charlie Chocolate where you should provide **at least** one recommendation which includes a review of the following:

1. How can TG improve its operational performance?
2. How can TG improve its financial performance (costs, revenues, etc.)?
3. How can TG grow its market share?
4. How can TG improve the awareness and visibility of its brand among consumers?
5. What other data should be collected to help become the #1 boxed chocolate maker?

**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**

- Teams 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 team.
- Teams will present before a panel of judges and timekeeper.
- 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; followed by judges' questions not to exceed ten (10) minutes.
- Excuse teams upon completion of judges' questions.
- **There can be no ties in the top ten (10) teams.** 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.
- No audience will be allowed.

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