

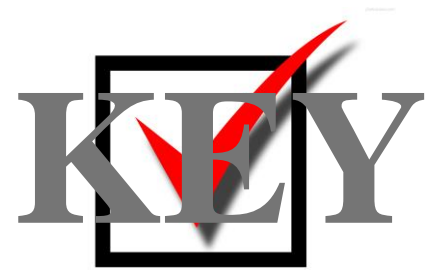
SMALL BUSINESS MANAGEMENT TEAM (510)

REGIONAL – 2015

TOTAL POINTS _____ (170)

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

Creative Kids, Inc., an event planning business specializing in theme parties for children, located in Anaheim, California, was started by Chris Kettles five years ago. The business provides everything needed for a successful event including contracting with vendors to provide theme products and food for each occasion. Once hired by a client, the client need only express his/her wishes for what they want the event to include and then Chris makes it happen.

The owner has achieved financial success throughout the last five years, and is now ready to add additional event services to the business mix. Chris is unsure as to whether to add only one additional event service to the mix, or more. Options the owner has considered are expanding into wedding, corporate, or special occasion events, but is open to other ideas.

Chris also realizes that with adding new event service(s) the existing company name may have to be changed and is afraid that this will affect the business's current customer base. The owner is open to a name change, but would like it to be something the existing customer base would still recognize.

The owner is also concerned with whether the local market can carry an additional event planner for the service(s) being added. Chris is seeking to add to the business's net profit an additional \$9,600 from any new service added to the company's product mix.

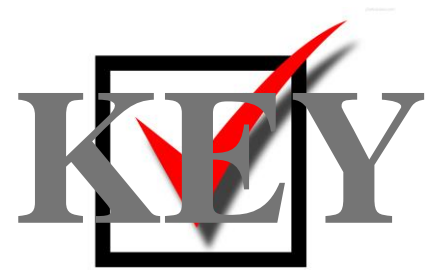
In preparation for the expansion, the owner has hired your consulting company to assist the business in choosing which new event service(s) to offer, the financial impact of adding new event service(s), and creating an effective marketing strategy to launch the new service(s).

Your presentation should include, but is not limited to, the following:

- Justification for each new service and how fees for this service will be calculated
- Expenses for each new service and a timeline for implementation
- An analysis of competitors for each new service
- Projected revenue and costs for each new service in order to meet the desired profit
- Marketing strategies

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!