



COLLEGIATE
DECA™

Understanding and Avoiding Penalty Points

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What is the Purpose of the Written Entry Checklist?

- Advertising Campaign, Entrepreneurship and Financial Statement Analysis each have a unique checklist
- Ensures fairness
- Maintains a level/equal playing field for all competitors
- Allows for consistent evaluation by judges

Entrepreneurship | Written Event Checklist 2010-11

Participant's Name: _____ Participant's Name: _____
 I.D. Number: _____ I.D. Number: _____

Participant's Name: _____
 I.D. Number: _____

Please refer to Guidelines for the Format of the Prospectus for a more detailed explanation of these items.

	Checked	Penalty Points Assessed	Page No./ Note
1. The Written Statement of Assurances must be signed and submitted with the entry.	_____	15	_____
2. Entries submitted in an official Collegiate DECA (or DECA/Delta Epsilon Chi) written event folio. Two copies submitted.	_____	5	_____
3. Title page information has been provided as requested.	_____	5	_____
4. Limited to the number of pages specified in the guidelines. One page will be counted for each 8.5 x 11 inch panel or fraction thereof (foldouts, brochures, etc.).	_____	5 per page	_____
5. All pages are numbered in sequence (except for the title page, which is not numbered).	_____	5	_____
6. Major content must be at least double-spaced (not space-and-a-half). Title page, bibliographical references, appendix content, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, charts, graphs, etc. may be single-spaced.	_____	5	_____
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts, graphs, exhibits may be handwritten.	_____	5	_____
8. The body of the written entry follows the sequence outlined in the guidelines. Additional subsections are permitted.	_____	5	_____
9. Franchise documentation not provided (if the business is a franchise).	_____	10	_____
10. Franchise only Appendix includes material other than franchise documentation.	_____	10	_____

TOTAL Penalty Points Assessed _____

A check indicates that the item has been examined.
 A circled number indicates that an infraction has been noted.
 A page number indicates the location of the infraction.

What are Penalty Points?

- Points deducted from a written report because the report did not follow the criteria established on the Written Entry Checklist.

1. The Written Statement of Assurances must be signed and submitted with the entry. 15 Points

- Advertising Campaign, Entrepreneurship and Financial Statement Analysis each have a unique Statement of Assurances
- Completely fill out and sign the form
- Hole punch and place in front of the folio

Research and report writing are important elements of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained by those engaging in research and report writing. To reinforce the importance of these standards, all written entries in Collegiate DECA's Competitive Events Program must submit this statement as part of the entry. The statement must be signed by all members of the competitive team, where applicable, and should be placed at the front of the written entry binder that is submitted for penalty points.

I understand the following requirements as set forth by DECA Inc. for all Competitive Event entries containing a written component. These requirements are additional to any general competitive event rules and regulations published by DECA Inc. By signing this statement, I certify that all are true and accurate as they relate to this entry.

1. The contents of this entry are the results of the work of the team members listed below.
2. No part of this entry has been previously entered in international competition.
3. This entry has not been submitted this year for international competition in any other Collegiate DECA competitive event, nor by any other participant/team in this event.
4. Credit for all secondary research has been given to the original author and is stated as such in the written project.
5. All activities or original research procedures described in this entry are accurate depictions of the efforts of the team members listed below.
6. I understand that Collegiate DECA has the right to publish this entry. Should Collegiate DECA elect to publish this entry, I will receive an honorarium from Collegiate DECA. Individuals/Teams with extenuating circumstances may appeal the right to publish the entry to the executive committee of the board of directors prior to submission of the project for competition.
7. I understand that the ideas and information presented in the written project and judge interaction will become public information. Therefore, DECA Inc., its staff, volunteers and organizational partners cannot reasonably be expected to ensure the security of my/our ideas and information.

This statement of assurances must be signed by all members of the team and submitted during the Entrepreneurship event briefing, or entry will be given 15 penalty points.

_____	_____	_____
Name of Chapter	Chapter Advisor	Chapter Advisor Email
_____	_____	_____
Participant's Name	Participant's Name	Participant's Name
_____	_____	_____
Signature	Signature	Signature

2. Entries must be submitted in an official Collegiate DECA written event folio. Two copies submitted. 5 Points

- Place the entire written report, Statement of Assurances, table of contents, appendix, etc. in a folio.
- Available from DECA Images
- Submit two copies for ICDC



3. Title page information has been provided as requested. 5 Points

- Be sure to include all of the requested information on the event title page
 - Event title
 - Chapter name (School name)
 - Participant name(s) and address(es)
 - Advisor name and address
 - Date



ENTREPRENEURSHIP EVENT

Community Service Non-Profit
Idaho Inmate Art Project

Boise State University

Joyce North and Starla Haislip
1910 University Drive
Boise ID 83725

Tracey Smith 7037 Ashland Drive
Boise ID 83709

February 10, 2010

4. Limited to the number of pages specified in the guidelines. 5 Points/Page

- One page will be counted for each 8.5 x 11 inch panel or fraction thereof (foldouts, brochures, etc.)
- 10 pages max

5. All pages are numbered in sequence. 5 Points

- A page number will not appear on the title page
- However, the title page does count as one of the maximum ten (10) pages allowed.
- The page following the title page will be numbered “2”.

Table of Contents

Executive Summary	3
Mission Statement	4
Description and Analysis of the Business	4
Statement of Purpose	6
Market Analysis/Competition	6
Marketing/Promotion	6
Financials	7

6. Major content must be at least double-spaced. 5 Points

- Title page, table of contents, bibliographical references, appendix, long quotes, footnotes, and lists may be single-spaced
- Material in charts or tables may be single-spaced

7. Entry must be typed/word processed.

5 Points

- There should be no handwritten corrections
- Only charts and graphs may be handwritten
- No handwritten page numbers

8. The body of the written entry follows the sequence outlined in the guidelines.

5 Points

- Each major section should be addressed and titled
- Additional subsections are permitted

Format for the Prospectus and Evaluation of the Prospectus

The body of the prospectus should include:

SECTION 1—Executive Summary

Your presentation on this section could include the following components as an introduction: type of business, brief description of major product/service involved.

SECTION 2—Description and Analysis of the Business Situation

Your presentation on this section could include the following components:

- self-analysis: actual personal experience and/or training in proposed field
- trading area analysis: geographic, demographic and economic area; competitive advantages of proposed business
- customer analysis: target market, estimated potential market
- analysis of location: traffic patterns, competitive advantage, availability and cost
- proposed organization: type of ownership, steps in starting to form the business, planned personnel

SECTION 3—Proposed Marketing/Promotion Plan

Your presentation on this part could include the following components:

- proposed product or service: details of product(s) or service(s) to be offered; potential suppliers or manufacturing plans
- proposed pricing policy: costs, markups, relationship to competitors
- promotional activities:
 - personal promotion: non-media sales plan, staffing and merchandising appeal
 - non-personal promotion: media, basic appeal and initial promotion plan
- place: channel of distribution from manufacturer or service provided to consumer

NOTE for franchise businesses: participant(s) must provide the corporate guidelines and services for suppliers, pricing, promotion, etc. The participant must then indicate marketing promotion strategies that complement the corporate guidelines and services, such as possible local suppliers, local pricing and promotions, etc.

SECTION 4—Proposed Financing Plan

Your presentation on this part could include the following components:

- projected income/cash flow statement: projected budget describing income and expenditures for first year
- personal/internal capital: earnings, borrowing, long-term equity
- funding plan (sources and uses of capital): short-term and long-term borrowing; long-term equity
- repayment plan: plan to repay borrowed funds or provide return on investment to equity funds

NOTE for franchise businesses, for all sections (Part 1, 2 and 3), prospectuses for franchise business must include the corporate guidelines for services provided for organization of business, pricing and promotion, financing, etc.

Special Note: Use the prospectus for support and documentation of presentation.

9. Varies by Event

- Advertising Campaign – Documentation of media rates not provided for all media references. 10 Points
- Entrepreneurship – Franchise documentation not provided (if the business is a franchise). 10 Points
- Financial Statement Analysis – Appendix has been included to show calculations. 5 Points

10. Varies by Event

- Advertising Campaign – Media-only Appendix includes material other than specific media documentation. 10 Points
- Entrepreneurship – Franchise-only Appendix includes material other than franchise documentation. 10 Points
- Financial Statement Analysis – N/A

Common Reasons Penalty Points are Assigned

- Not using the current year's event guidelines
 - Guidelines change from year to year
- Not signing the Statement of Assurances
- Leaving out major sections in the body of the written entry