

# Internet Marketing Plan Event, 2011

## Purpose

The purpose of the Internet Marketing Plan Event is to provide an opportunity for the participants to research and design a plan to start an Internet marketing business or enhance a component of an existing Internet marketing business.

The Internet Marketing Plan Event will provide chapter members with an opportunity to

- ◆ design a marketing research study to identify the potential for Internet marketing
- ◆ conduct market research
- ◆ prepare a business plan based on the market research

## Procedure

- The project consists of two major parts: the **written document** and the **oral presentation**. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- Each event entry will be composed of **one to three** members of the DECA chapter. All participants must present the project to the judges. All participants present must respond to questions.
- The body of the written entry must be limited to **30 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation will be a maximum 15 minutes in length. The first 10 minutes will include an explanation and description of the project followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the 5 minutes following the presentation.

## Skills Assessed

The participants will demonstrate skills needed to address the components of the project as described in the content outline and evaluation forms as well as learn/understand the importance of

- communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings, and recommendations from conclusions
- critical thinking/problem-solving skills
- production skills—the ability to take a concept from an idea and make it real
- teamwork—the ability to be an effective member of a productive group
- the ability to evaluate group presentations
- priorities/time management—the ability to determine priorities and manage time commitments and deadlines
- identification of competitive conditions within market areas

## Format Guidelines for the Written Entry

The written entry must follow these specifications. Refer also to the Competitive Event Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

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**Title page.** The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

INTERNET MARKETING PLAN EVENT

Type of business proposed

Name of DECA chapter

Name of high school

School address

City/State/ZIP

Participants' names

Date

The title page will *not* be numbered.

**Table of contents.** The table of contents should follow the title page. All activities or original research described in this entry must take place during this school year or the timeline specified in the Event Guidelines. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

**Body of the written entry.** The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are shown on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY  
One-page description of the project
- II. INTRODUCTION  
Type of business or enhanced component proposed, a brief description of the major product/service involved, sources of information (interviews and research sources)
- III. ANALYSIS OF THE BUSINESS SITUATION
  - A. Products and/or services offered
  - B. Research to support Internet opportunity
  - C. Market segment analysis
  - D. Competitors
- IV. PROPOSED BUSINESS OUTLINE
  - A. Facility needs and/or enhancements
  - B. Proposed ownership structure (steps to start or enhance business, planned personal needs, ownership structure)
  - C. Business operations (including vendors, manufacturing, modes of transportation, shipping, personnel needs)
  - D. Proposed budget
  - E. Web presence and design
- V. CONCLUSION  
Specific request for financing, summary of key points supporting the financial request
- VI. BIBLIOGRAPHY
- VII. APPENDIX  
An appendix is optional. Include in an appendix any exhibits appropriate to the written entry but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

## Checklist Standards

When preparing your written entry you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among participants. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will be given 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 30 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
8. All material must be shown on 8<sup>1</sup>/<sub>2</sub>-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. Decorative artwork, pictures, illustrations and desktop publishing techniques may be used throughout the manual, including the title page and table of contents. Photographs in the manual must be scanned and placed as digital files.
10. The body of the written entry must follow the sequence outlined. Additional subsections are permitted.
11. The table of contents should follow the title page.

## Presentation Guidelines

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants have assumed the roles of management trainees in a single-unit or independent operation or an entrepreneur. The judge is to assume the role of the business's owner/manager or a venture capitalist. The participants have developed a business plan for the establishment or expansion of an Internet marketing site.
- The participants will present the proposal to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- The participants will spend not more than 10 minutes, at the beginning of the presentation, describing the business plan. Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as a reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the participants. (See the Presentation Evaluation Form.) Each participant must respond to at least one question posed by the judge.
- The participants may use not more than three (3) standard-sized posters not to exceed 22<sup>1</sup>/<sub>2</sub> inches by 30<sup>1</sup>/<sub>2</sub> inches each and/or one (1) standard-sized presentation display board not to exceed 36<sup>1</sup>/<sub>2</sub> inches

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by 48<sup>1/2</sup> inches. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions. Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. Participants are allowed to make use of a desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page). Participants are also allowed to make use of a personal laptop computer and/or a hand-held digital organizer they provide. No set-up time will be allowed. If sound is used, the volume must be kept at a conversational level. If participants use a personal computer, they must bring their own battery power pack, as electrical power will NOT be supplied. No other materials may be brought to or used during the presentation by the participants.

- Materials appropriate for the situation may be handed to or left with the judge.
- If any of these rules are violated, the adult assistant must be notified by the judge.

### **Presentation Judging**

Participants will make a 15-minute presentation to you. Remember, you are role-playing the owner/manager of the business or a venture capitalist depending on the participant's decision to expand an existing business or create a new business. You may refer to the written entry, or to notes, during the presentation.

During the first 10 minutes of the presentation (after introductions), the participants will explain the plan. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

During the final 5 minutes, you may question the participants. At least one question must be addressed to each participant. To ensure fairness, you must ask each participant or group of participants the same three questions:

1. one question on the participants' analysis of the business situation
2. one question on the planned operation of the proposed business
3. one question on the proposed budget
4. one question on evaluating the effectiveness of the Internet business

These questions should be prepared following the written entry evaluation but before the presentation begins.

After asking the three required questions, you may ask additional questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 40 points.

**Internet Marketing Plan, 2011**

**Participant(s):** \_\_\_\_\_

**Written Entry Evaluation Form**

**I.D. Number:** \_\_\_\_\_

**Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.**

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
<b>EXECUTIVE SUMMARY</b>					
1. One-page description of the project.....4		3	2	1-0	_____
<b>INTRODUCTION</b>					
2. Type of business or enhanced component proposed, a brief description of the major product/service involved, sources of information (interviews and research sources).....4		3	2	1-0	_____
<b>ANALYSIS OF THE BUSINESS SITUATION</b>					
3. Products and/or services offered.....5		4	3-2	1-0	_____
4. Research to support Internet opportunity.....5		4	3-2	1-0	_____
5. Market segment analysis.....5		4	3-2	1-0	_____
6. Competitors.....4		3	2	1-0	_____
<b>PROPOSED BUSINESS OUTLINE</b>					
7. Facility needs and/or enhancements .....5		4	3-2	1-0	_____
8. Proposed ownership structure .....5		4	3-2	1-0	_____
9. Business operations.....5		4	3-2	1-0	_____
10. Proposed budget.....5		4	3-2	1-0	_____
11. Web presence and design .....5		4	3-2	1-0	_____
<b>CONCLUSION</b>					
12. Specific request for financing, summary of key points supporting the financial request. ....4		3	2	1-0	_____
<b>APPEARANCE AND WORD USAGE</b>					
13. Professional layout, neatness, proper grammar, spelling and word usage.....4		3	2	1-0	_____

**Written Entry Total Points (maximum 60 points):** \_\_\_\_\_

Judge: A B C D E F G H I J (*circle one*)

**Internet Marketing Plan, 2011**

**Participant(s):** \_\_\_\_\_

**Oral Presentation Evaluation Form**

**I.D. Number:** \_\_\_\_\_

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
1. Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation.....	10-9	8-7	6-5-4	3-2-1-0	_____
2. Question on the analysis of the business situation .....	5	4	3-2	1-0	_____
3. Question on the planned operation of the proposed business .....	5	4	3-2	1-0	_____
4. Question on the proposed budget.....	5	4	3-2	1-0	_____
5. Question on the plan to evaluate the effectiveness of the Internet business .....	5	4	3-2	1-0	_____
6. To what extent did the participants demonstrate professional standards? .....	5	4	3-2	1-0	_____
7. Overall impression of the participants and the proposal .....	5	4	3-2	1-0	_____

**Presentation Total Points (maximum 40 points):** \_\_\_\_\_

**RECAP: WRITTEN ENTRY (60):** \_\_\_\_\_

**PRESENTATION (40):** \_\_\_\_\_

**SUBTOTAL (100):** \_\_\_\_\_

**LESS PENALTY POINTS:** \_\_\_\_\_

**TOTAL SCORE:** \_\_\_\_\_

Judge: A B C D E F G H I J (*circle one*)