

# Virtual Business Challenge, 2012

**Virtual Business Challenge–Retail**  
*Sponsored by Safeway, Inc.*

**Virtual Business Challenge–Sports**  
*Sponsored by Knowledge Matters, Inc.*

## Purpose

Participants in the DECA Virtual Business Challenge (VBC) operate a computerized business simulation of a retail environment or sports franchise utilizing a competition version of the Virtual Business Retailing 3.0 software or the Virtual Business Sports software. The VBC qualifying rounds are conducted via the Internet.

In the VBC Retailing track, participants will:

- ◆ Manage specific marketing concepts such as pricing, purchasing and promotion within their own convenience store
- ◆ Interpret actions, charts and graphs in order to make strategic marketing decisions for their store to optimize profitability
- ◆ Post competition scores online to view how they rank within their state, region and internationally

In the VBC Sports track, participants will:

- ◆ Manage specific marketing concepts such as ticket pricing, media planning and sponsorships within their own football franchise
- ◆ Interpret actions, charts and graphs in order to make strategic marketing decisions for their franchise to optimize profitability
- ◆ Post competition scores online to view how they rank within their state, region and internationally

## Procedure

- Entries will be composed of **one to three members** of the DECA chapter. A team member may be on a retail and a sports team at the same time; however, a team member may not be on two sports or two retail teams at the same time. No additional team members may be added once a team has registered.
- For the VBC Retailing track, the **top two teams** from each region from each of the qualifying rounds will be eligible to compete at ICDC. However, eligibility to attend ICDC is determined by the state/provincial associations, based on their policies. Finalists should consult with their state/provincial advisor for eligibility guidelines.
- For the VBC Sports track, the **top team** from each region from each of the qualifying rounds will be eligible to compete at ICDC. However, eligibility to attend ICDC is determined by the state/provincial associations, based on their policies. Finalists should consult with their state/provincial advisor for eligibility guidelines.
- A member may compete in the retail and the sports VBC; however, the student will be allowed to participate in only one VBC area at the ICDC.
- The Virtual Business Challenge will contain two (2) ICDC qualifying events.  
 Challenge 1: Monday, October 24, 10:00 a.m. EST through Friday, November 18, 5:00 p.m. EST  
 Challenge 2: Monday, January 2, 10:00 a.m. EST through Friday, January 27, 5:00 p.m. EST
- Cash awards will be given to the teams participating in the finals at the ICDC.
- Top teams in each state may receive recognition at their state event.
- For complete Virtual Business Challenge event guidelines and procedures, go to <http://vbc.knowledgematters.com/vbc>.