

International Business Plan Event, 2010

Purpose

The purpose of the International Business Plan Event is to provide an opportunity for the participants to

- ◆ apply marketing skills in an international setting
- ◆ prepare a written proposal for a new business venture (a new business or a new product or service of an existing business)

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 judge. All participants 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 participants will bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may 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
- the basic steps involved in starting a business in an international setting
- the ability to interpret financial statements
- customer needs
- the impact of global cultural differences

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.

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:

INTERNATIONAL BUSINESS PLAN EVENT

Type of business proposed

Name of DECA chapter

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of the participants

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
 - The type of business, product or service proposed and a brief description. A brief description of the country proposed for trade, the rationale for selecting the country, identification of existing trade barriers, identification of sources of information (research sources and interviews).
- III. ANALYSIS OF THE INTERNATIONAL BUSINESS SITUATION
 - A. Economic, political and legal analysis of the trading country
 1. Describe the trading country's economic system, economic information important to your proposed business/product/service, the level of foreign investment in that country
 2. Describe the trading country's governmental structure and stability, how the government controls trade and private business
 3. Describe laws and/or governmental agencies that affect your business/product/service [i.e., labor laws, trade laws (U.S.A. and/or Canada and foreign)]
 - B. Trade area and cultural analysis
 1. Geographic and demographic information, important customs and traditions, other pertinent cultural information, competitive advantages and disadvantages of the proposed product and/or service
 2. Market segment analysis target market (age, income level, population estimate, other specific demographic and economic information) customer buying behavior related to the proposed product and or service
 3. Analysis of the potential location—importance and requirements of each trade document required by the U.S.A. and/or Canada and the country of choice

(Continued on next page)

IV. PLANNED OPERATION OF THE PROPOSED BUSINESS/PRODUCT/SERVICE

A. Proposed organization

Type of ownership and rationale; advantages/disadvantages of the type of ownership selected; start-up steps to form the business; planned personnel (or functional) needs; proposed staffing to handle managerial, financial, marketing, legal, production (if applicable) functions; proposed organization chart, brief job descriptions, if necessary

B. Proposed product/service

1. Details of the product(s)/service(s) to be offered; include potential suppliers, manufacturing plans, inventory policies, if applicable. If the business is a service business, appropriate information about plans to provide the service, including necessary supplies
2. How the product/supplies will be transported to/from the home country; costs, benefits, risks of the transportation method; documents needed to transport the product/supplies

C. Proposed strategies

1. Proposed pricing policies, what currency will be used, costs, markups, markdowns, relation to competition, factors that could affect the price of the product (e.g., competition, political conditions, taxes, tariffs, transportation costs)
2. Proposed promotional program, promotional activity(ies), media availability, costs, one-year promotional plan outline

V. PLANNED FINANCING

Projected income and expenses (The following are recommended items to be included. You may select the appropriate items for your business.)

- A. Projected income statements for first year's operation (sales, expenses, profit/loss)
- B. Projected balance sheet for the end of the first year
- C. A brief narrative description of the planned growth of the proposed business, including financial resources, needs and a brief three-year plan projection

VI. BIBLIOGRAPHY

VII. APPENDIX

An appendix is optional. Include in the 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, etc.

Checklist Standards

In addition to following the outline above, 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 also to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (WEF000). 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 8½-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 been assigned the task of investigating and developing a plan to begin a new business venture to either import or export a product and/or service to or from a country of their choice.
- Playing the role of a business executive, the judge will evaluate the written document and then interview the participants, as if he/she were actually going to approve (or disapprove) the proposal.
- The participants will present the plan 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 plan. Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the participants. (See Presentation Evaluation Form.) Each participant must respond to at least one question posed by the judge.
- The participants may use as visual aids only display material mounted on not more than three (3) standard-sized posters not to exceed 22½ inches by 30½ inches each and/or one (1) standard-sized presentation display board not to exceed 36½ inches by 48½ 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. No sound may be used. 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.
- No material of any kind may be passed to the judge.
- If any of these rules are violated, the adult assistant must be notified by the judge.

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Presentation Judging

Participants will make a 15-minute presentation to you. You are role-playing a business executive. You may refer to the written entry, or to your notes, during the presentation.

During the first 10 minutes of the presentation (after introductions), the participants will describe the proposal and make the request for approval. 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 (based on the Presentation Evaluation Form):

1. one question on analyzing the international business situation
2. one question on planning the operation of the proposed business
3. one question on planning the financing and projecting income and expenses

You should prepare these three questions after you have evaluated the written entries but before the presentation begins.

After asking the three 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.

International Business Plan Event, 2010

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
EXECUTIVE SUMMARY					
1. One-page description of the project.....4		3	2	1-0	_____
INTRODUCTION					
2. The type of business, product and/or service with a description; description of the country; rationale for selecting the country; identification of existing trade barriers; sources of information4		3	2	1-0	_____
ANALYSIS OF THE INTERNATIONAL BUSINESS SITUATION					
Economic, political and legal analysis					
3. Description of the country's economic system.....4		3	2	1-0	_____
4. Description of the country's governmental structure and stability.....4		3	2	1-0	_____
5. Description of the laws affecting the product and/or service.....4		3	2	1-0	_____
Trade area and cultural analysis					
6. Geographic and demographic information, important customs and traditions, other pertinent cultural information, competitive advantages and disadvantages4		3	2	1-0	_____
7. Market segment analysis.....4		3	2	1-0	_____
8. Analysis of the potential location4		3	2	1-0	_____
PLANNED OPERATION OF THE PROPOSED BUSINESS/PRODUCT/SERVICE					
9. Proposed organization.....4		3	2	1-0	_____
Proposed product/service(s)					
10. Details of the product/service(s).....4		3	2	1-0	_____
11. How the product/service(s) will be transported to/from the home country; documentation.....4		3	2	1-0	_____
Proposed strategies					
12. Proposed pricing policies.....4		3	2	1-0	_____
13. Proposed promotional program4		3	2	1-0	_____
PLANNED FINANCING					
14. Projected income and expenses4		3	2	1-0	_____
APPEARANCE AND WORD USAGE					
15. 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)

International Business Plan Event, 2010

Participant(s): _____

**Written Entry
Presentation Evaluation Form**

I.D. Number: _____

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
1. Opening presentation: description of the project; organization, clarity and effectiveness of the presentation.....	9-8	7-6	5-4-3	2-1-0	_____
2. Question on the analysis of the international business situation	7-6	5-4	3-2	1-0	_____
3. Question on the planned operation of the proposed business	7-6	5-4	3-2	1-0	_____
4. Planned financing, projected income and expenses	7-6	5-4	3-2	1-0	_____
5. To what extent did the participant(s) demonstrate professional appearance, poise and confidence?.....	5	4	3-2	1-0	_____
6. Overall performance, presentation technique, effective use of visual aids and participation of all.....	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*)