

Virtual Business Challenge, 2007

Sponsored by
Knowledge Matters, Inc.

Purpose

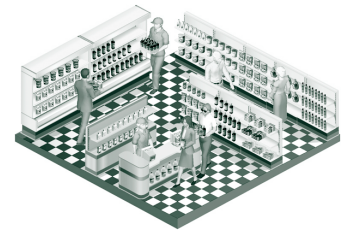
Participants in the DECA Virtual Business Challenge (VBC) operate a computerized business simulation of a retail environment or sports franchise utilizing a demo version of the newly released software, Virtual Business–Retailing 2.0 or Virtual Business–Sports. The VBC is conducted via the Internet and allows DECA members to test their skills at managing a retail convenience store or sports franchise.

During the course of the VBC, participants will

- ◆ develop a marketing strategy centered on such functions as pricing, promotion, merchandising and market research.
- ◆ operate the venue, optimizing its profitability.
- ◆ manage through any competitive threats, pressures or other obstacles.

Eligibility

1. Only high school members of DECA Inc. are eligible to participate.
2. Eligibility to attend the international conference is determined by the state/provincial associations, based on their policies. Finalists should consult with their state/provincial advisor for eligibility guidelines.
3. 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 international conference.
4. Members qualifying for participation at ICDC must wear a DECA blazer during the competitive session.



Procedure

- Entries will consist of teams of a minimum of one and a maximum of three DECA members. 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.
- The Virtual Business Challenge will contain two (2) ICDC qualifying events to take place:
 1. November 6, 2006 through December 1, 2006
 2. January 8, 2007 through February 2, 2007
- The top two retail teams in each DECA region for each event will qualify to attend the ICDC (16 teams). The top sports team (1) in each DECA region for each event will qualify to attend the ICDC (8 teams). Participants competing in the ICDC Virtual Business Challenge may not compete in another ICDC competitive event.
- Cash awards will be given to the teams participating in the finals at the ICDC.
- Eligibility to attend the international conference is determined by the state/provincial associations based on their policies. Finalists should check with their state/provincial advisors for eligibility guidelines.
- Top teams in each state may receive recognition at their state event.
- For complete Virtual Business Challenge event guidelines and procedures, go to www.deca.org/pdf/VBCguide.pdf.