



# ENTREPRENEURSHIP GROWING YOUR BUSINESS

## ENTREPRENEURSHIP-GROWING YOUR BUSINESS

The **Entrepreneurship–Growing Your Business** event involves the idea generation and strategy development needed to grow an existing business. Only Collegiate DECA members who currently own and operate their own business may participate in this event.

The Entrepreneurship–Growing Your Business event involves one to three students analyzing their current business operations and identifying opportunities to grow and expand the business. Options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the Internet, etc.

### ENTREPRENEURSHIP

#### EVENT OVERVIEW

The Entrepreneurship–Growing Your Business event consists of two major parts, both evaluated by the judge, for a maximum 100 points:

- The **written entry** is limited to 15 pages, and will account for a maximum 50 points. Proof of ownership documentation is NOT counted towards the maximum 15 pages.
- The **oral presentation** by the students, limited to 20 minutes including set-up, presentation time, and answering questions from the judge, will also account for a maximum 50 points.

Each team will be composed of one to three student participants. **All participants must be documented owners/operators of the business.**

For the presentation, the judge will assume the role of a potential investor and will evaluate both the written entry and the presentation.

Read carefully the Format Guidelines for the Written Entry, Guidelines for the Presentation, Written Entry Checklist, Written Statement of Assurances, and Evaluation Forms.

Preliminary round competition will consist of an evaluation of the written entry (minus deductions from the Written Entry Checklist) accounting for 50 points, and one presentation, also accounting for 50 points. Students will be ranked according to their combined score, and a predetermined number of students/teams will be named finalists. Finalists will again be evaluated based on their written entry (minus deductions) and presentation to determine final rankings.

#### PROOF OF OWNERSHIP

All participants must be documented owners/operators of the business. A parents' business does not qualify.

Examples of sufficient documentation of ownership include items that clearly list the name(s) of the owner(s)/operator(s) such as:

- Notarized affidavit of ownership, business licenses
- Certificates of insurance
- Tax filings
- Local business permits

Example of insufficient documentation of ownership include items that are less official such as:

- Web pages
- Business cards
- Promotional materials

#### LEARNING OUTCOMES

In addition to developing and demonstrating specific knowledge, through the development and presentation of an entrepreneurship plan to the judge, the students will:

- Develop a marketing/promotional plan
- Apply entrepreneurial principles and techniques
- Demonstrate knowledge/understanding of customer/client needs
- Analyze business opportunities
- Self-evaluate personal interests, skills and abilities
- Understand the basic steps involved in starting a small business
- Interpret financial statements
- Develop a financial plan
- Understand the importance of time management in dealing with the unique demands of business ownership
- Understand factors relating to human resource management
- Demonstrate knowledge of the components of gross and net profit

#### 21<sup>ST</sup> CENTURY SKILLS

Students will also develop many 21<sup>st</sup> Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

## FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The students/team must prepare a business plan in the form of a written entry. Read carefully and follow the instructions for: Title Page, Format for the Written Entry, Checklist Standards and Written Entry Checklist.

**WRITTEN STATEMENT OF ASSURANCES.** This 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 which lists the following:

### ENTREPRENEURSHIP GROWING YOUR BUSINESS

- Name and Type of Business
- Name of Chapter/School
- Name of Chapter Advisor
- Chapter Advisor's Address
- City, Association, ZIP/Postal Code
- Country
- Students Name(s) and Address(es)
- City, Association, ZIP/Postal Code
- Country
- Date

A page number will not appear on the title page; however, the title page does count as one of the maximum 15 pages allowed. The page following the title page will be numbered "2."

### FORMAT FOR WRITTEN ENTRY

The body of the written entry should include:

#### I. EXECUTIVE SUMMARY

A one- to two-page summary of the business model.

#### II. INTRODUCTION

- A. Type of business owned and operated and a description of the current business operations
- B. Products and/or services offered
- C. Unique characteristics of the business

#### III. SWOT ANALYSIS

- A. Strengths of the business
- B. Weaknesses of the business
- C. Opportunities available for the business
- D. Threats to the business

#### IV. FIVE YEAR PLAN TO GROW AND EXPAND THE BUSINESS

- A. Expansion opportunities
- B. Marketing plan
- C. Demographics of market area

#### V. FINANCING PLAN

- A. Current financial situation, including financial documents
- B. Capital needed for expansion opportunities
- C. Fixed overhead and cost of operations
- D. Time to achieve profitability

#### VI. CONCLUSION

Summary of key points

#### VII. BIBLIOGRAPHY

#### VIII. 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. Provided that the appendix includes such "exhibits" and is NOT used for "content" that should be included under previous sections, **the appendix does NOT count as one of the maximum 15 pages.** Any such misuse of the appendix may result in penalties under the Written Entry Checklist.

#### PROOF OF OWNERSHIP DOCUMENT (REQUIRED)

Documentation to verify student ownership/operation. Pages under this section/topic do NOT count towards the maximum 15 pages, and do not need to be numbered. **All participants must be documented owners/operators of the business.**



1 TO 3  
STUDENTS



15  
PAGES  
ALLOWED



20  
PRESENTATION  
TIME

## CHECKLIST STANDARDS

In addition to the items outlined above, students must observe the following rules. The purpose of these rules is to make the competition as fair as possible among all students. Points will be deducted for each violation. Refer to the Written Entry Checklist.

1. Two official written entires must be submitted in official Collegiate DECA or DECA folios, available from Shop DECA. No markings, tape or other materials should be attached to the folios.
2. Two official written entires in official Collegiate DECA or DECA folios must be brought to the student briefing session to be turned in for evaluation according to the Written Entry Checklist. These will be kept by the event director and will be given to the judge prior to your presentation. The students/team may retain other copies (or photocopies) for their personal reference during the presentation. These additional copies do not have to be in official folios, will not be evaluated, and may not be shown to the judge.
3. The written entry must be limited to 15 pages, including the title page, which is not numbered. The pages must be numbered in sequence; however, a page number will not appear on the title page. The title page does count as one of the maximum 15 pages allowed. The page following the title page will be numbered "2." One page will be counted for each 8.5 x 11-inch panel or fraction thereof (foldouts, brochures, etc.). Extra pages added as dividers or additional title pages (even if blank) are included in the maximum 15 pages.
4. Body copy of the written entry must be at least double-spaced (not space-and-a-half). Title page, executive summary, bibliographical references, appendix content, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, charts, graphs, etc. may be single-spaced. Material may appear on one side of the page only.
5. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts, graphs and exhibits may be handwritten.
6. Colored paper, ink, pictures, etc. are allowed. Divider tabs, page borders, artwork, attachments, foldouts, paste-ups, photographs, etc. may also be used, but are still subject to number of pages and page size restrictions.

## **GUIDELINES FOR THE PRESENTATION**

- Students will have up to **20 minutes** to set up in the presentation area, present their growth plan and answer questions from the judge(s).
- Only materials (computer equipment, visual aids, etc.) that can be easily carried to and from the competition areas will be permitted. Only the students may handle and set up their materials. No outside assistance will be allowed.
- Self-contained, state-of-the-art technology (personal or laptop computers/hand-held digital organizers) may be used. However, students must use battery power even if electrical outlets are available in the room.
- Visual aids (poster paper, flip charts) may be used.
- When using a presentation aid, sound may be used, as long as the volume is kept at a conversational level. If this guideline is not followed, the presentation will be interrupted and the students will be asked to follow the sound policy.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- All presentation materials must be prepared by the students with the exception of sample materials related to the business.
- Materials appropriate to the situation may be handed to or left with the judge. Items of monetary value may be handed to, but may not be left with, the judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- Students may bring copies of the written report to the presentation for their personal reference. These do not have to be in official folios, will not be evaluated and may not be shown to the judge.
- Competitors are also responsible for following the information provided in the Collegiate DECA General Rules and Regulations for competition.
- Failure to follow guidelines may result in disqualification.

## WRITTEN ENTRY JUDGING

Current entrepreneurs have worked to develop a plan to grow and expand their current business operations. Growth options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the Internet, etc.

Please familiarize yourself with all of the guidelines before reading any of the written entry and interacting with students. Penalty points (see Written Entry Checklist) have already been assessed. Your job is to evaluate the written entry and presentation based on the Written Entry Evaluation Form.

- You will have 10 minutes to read the written entry before the students enter the judging area. This is an appropriate time to evaluate the written entry using the Written Entry Evaluation Form. Refer to the Evaluation Criteria section for guidelines.
- On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- Please make sure to score all categories, add them for the total score, then initial the total score. The maximum score for the written entry is 50 points.

## PRESENTATION JUDGING

- Please familiarize yourself with all of the guidelines before interacting with students. Your job is to evaluate the presentation based on the Presentation Evaluation Form.
- Students will be scheduled for presentations at 40-minute intervals.
- You will have **10 minutes** to read the written entry before the students enter the judging area.
- Students will have up to **20 minutes** to outline the growth plan and answer questions. Remember, you are role-playing a potential investor. You may refer to the written entry or to your notes during the interaction with the students.
- You may ask questions of the students to determine their ability to think spontaneously. To ensure fairness, you must ask all students the same standard questions. After asking the standard questions, you may ask other questions for clarification specific to the current students.
- To ensure fairness, at no time should a student be asked where he/she is from (school, state, country, etc.).
- Following their interaction with you, please thank the students and state that a decision on the financing will be made soon and that the students will be notified of the decision. Please give no indication of their performance/score.
- During the last **10 minutes**, after the students are excused from the judging area, you may score the students. Refer to the Evaluation Criteria section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- Please make sure to record a score for all categories, add them for the total score, and then initial the total score. The maximum score for the presentation is 50 points.

During the presentation, ask yourself, “Will this work? Is it realistic? Do the students sound knowledgeable? Are the students communicating clearly?” Ultimately, you must decide, “Would I lend money to or invest in this person(s) and this proposal?”

## JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the students a Certificate of Excellence.

Thank you for volunteering your time to evaluate our emerging leaders and entrepreneurs.

## EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the students, and the decisions/recommendations have been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. Decisions/Recommendations that earn this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading **Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.



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## WRITTEN ENTRY EVALUATION FORM

<b>EXECUTIVE SUMMARY</b>	<b>LITTLE/ NO VALUE</b>	<b>BELOW EXPECTATIONS</b>	<b>MEETS EXPECTATIONS</b>	<b>EXCEEDS EXPECTATIONS</b>	<b>JUDGED SCORE</b>
1. One- to two-page description of the project	0-1	2	3	4	

<b>INTRODUCTION</b>	<b>LITTLE/ NO VALUE</b>	<b>BELOW EXPECTATIONS</b>	<b>MEETS EXPECTATIONS</b>	<b>EXCEEDS EXPECTATIONS</b>	<b>JUDGED SCORE</b>
2. Type of business owned and description of current business operations	0-1	2	3	4	
3. Unique characteristics of the business	0-1	2	3	4	

<b>SWOT ANALYSIS</b>	<b>LITTLE/ NO VALUE</b>	<b>BELOW EXPECTATIONS</b>	<b>MEETS EXPECTATIONS</b>	<b>EXCEEDS EXPECTATIONS</b>	<b>JUDGED SCORE</b>
4. Strengths of the business	0	1	2	3	
5. Weaknesses of the business	0	1	2	3	
6. Opportunities available for the business	0	1	2	3	
7. Threats to the business	0	1	2	3	

<b>FIVE YEAR PLAN TO GROW AND EXPAND THE BUSINESS</b>	<b>LITTLE/ NO VALUE</b>	<b>BELOW EXPECTATIONS</b>	<b>MEETS EXPECTATIONS</b>	<b>EXCEEDS EXPECTATIONS</b>	<b>JUDGED SCORE</b>
8. Expansion opportunities	0-1	2	3	4	
9. Marketing plan/demographics of market area	0-1	2	3	4	

<b>FINANCING PLAN</b>	<b>LITTLE/ NO VALUE</b>	<b>BELOW EXPECTATIONS</b>	<b>MEETS EXPECTATIONS</b>	<b>EXCEEDS EXPECTATIONS</b>	<b>JUDGED SCORE</b>
10. Current financial situation	0	1	2	3	
11. Capital needed for expansion opportunities	0	1	2	3	
12. Fixed overhead and cost of operations	0	1	2	3	
13. Time to achieve profitability	0	1	2	3	

<b>CONCLUSIONS</b>	<b>LITTLE/ NO VALUE</b>	<b>BELOW EXPECTATIONS</b>	<b>MEETS EXPECTATIONS</b>	<b>EXCEEDS EXPECTATIONS</b>	<b>JUDGED SCORE</b>
14. Summary of key points	0	1	2	3	

<b>APPEARANCE AND WORD USAGE</b>	<b>LITTLE/ NO VALUE</b>	<b>BELOW EXPECTATIONS</b>	<b>MEETS EXPECTATIONS</b>	<b>EXCEEDS EXPECTATIONS</b>	<b>JUDGED SCORE</b>
15. Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	

**WRITTEN ENTRY TOTAL POINTS (50)** \_\_\_\_\_

JUDGE \_\_\_\_\_



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## PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Opening remarks	0-1-2	3-4-5	6-7-8	9-10	
2. SWOT analysis	0-1-2	3-4-5	6-7-8	9-10	
3. Plan to grow the business	0-1-2	3-4-5	6-7-8	9-10	
4. Financing plan	0-1-2	3-4-5	6-7-8	9-10	
5. Overall performance, presentation technique, effective use of visual aids and participation of all members	0-1-2	3-4-5	6-7-8	9-10	

<b>PRESENTATION TOTAL POINTS (50)</b>	
WRITTEN ENTRY (50)	
PRESENTATION (50)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
<b>TOTAL SCORE</b>	

A score of 70 or better will earn the student a Certificate of Excellence.

For tie-breaking purposes, the following evaluation form ranking process will be used. Beginning with the Presentation Evaluation Form, the students with the highest score for item #3 wins the tie-break. If this does not break the tie, the process will continue for the remaining presentation items in the following order: 2, 1, 4, 5. If this does not break the tie, the process will continue using the Written Entry Evaluation Form, beginning with item #8. If this does not break the tie, the process will continue for the remaining written entry items in the following order: 3, 9, 2, 1, 10, 6, 13, 7, 11, 5, 12, 4, 14, 15.

JUDGE \_\_\_\_\_