



**CAREER CLUSTER**  
Entrepreneurship

**INSTRUCTIONAL AREA**  
Operations

## **ENTREPRENEURIAL OPERATIONS EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS**

- 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
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

1. Discuss the nature of supply chain management.
2. Explain the impact of supply chain on business performance.
3. Select vendors.
4. Assess business risks.
5. Explain factors affecting pricing decisions.

## **CASE STUDY SITUATION**

You are the small business owner of COOL STRANDS, an online business that sells novelty strings of lights. COOL STRANDS sells unique and fun strands of lights that feature chili peppers, stars, emoticons, shamrocks, hearts, pumpkins, flowers and animals.

Each COOL STRANDS string of lights has three main components: the cord, the bulbs and the fun plastic coverings. The LED light bulbs automatically phase through seven bright colors and are battery operated. The lights are evenly spaced out on a 60-inch cord. COOL STRANDS products are for indoor use only. Each strand is priced at \$14.99.

While you design and create all of the fun plastic coverings, you use two vendors' merchandise for the cords and the LED light bulbs. You use the company CORD WAREHOUSE for the 60-inch cords needed for each string of lights. You also use the company ILLUMINATE for the battery-operated LED light bulbs. Both CORD WAREHOUSE and ILLUMINATE have been pleasant to work with and are important parts of the supply chain.

Over the last month, COOL STRANDS has been receiving negative customer feedback on the company website. Several customers have commented that the LED bulbs are cheap and do not always work. At first you thought it was simply user-error, but after a month of continued complaints, you have contacted ILLUMINATE.

Your representative at ILLUMINATE claims that the LED bulbs in your most recent shipment are indeed the very same LED bulbs you have always received. The representative suggested that a higher priced LED bulb, of better quality, might solve your customers' problems. The higher priced LED bulbs would force you to raise the price of each string of lights by \$3/strand and you would still be doing business with the same supplier of the defective LED bulbs.

Your CORD WAREHOUSE representative was happy to detail the available LED bulbs available, but they are all lower quality than ILLUMINATE'S offerings, which is the reason you did not choose them for LED bulbs when starting your business.

A third vendor, BULBS, ETC., has high-quality LED bulbs available, but the vendor's prices are quite expensive. In order to be profitable, the price of each string of lights would need to increase by \$5/strand.

## **YOUR CHALLENGE**

Your business manager wants you to analyze your supply chain, the three vendor options and make a recommendation. Your analysis must include business risks and pricing decisions.

You will the present your analysis and recommendation to your business manager. The business manager may be accompanied by additional employees from the business.



**ENTREPRENEURIAL OPERATIONS, 2019**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**

Sample Event

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

**INSTRUCTIONAL AREA**

Operations

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Discuss the nature of supply chain management?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the impact of supply chain on business performance?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Select vendors?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Assess business risks?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain factors affecting pricing decisions?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						