



# SCHOOL-BASED ENTERPRISES COMPETITION

SCHOOL-BASED ENTERPRISES | FOOD OPERATIONS **SBEF**  
SCHOOL-BASED ENTERPRISES | RETAIL OPERATIONS **SBER**

The **School-based Enterprises competitions** provide an opportunity for participants to demonstrate knowledge and skills learned in a school-based enterprise through an oral presentation.

The SBE competition is available to gold certified and gold re-certified SBEs that are attending the SBE Academy at the International Career Development Conference. In order to attend ICDC, participants must have the approval of the chartered association advisor.

Participants in the SBE Academy and Competition at ICDC cannot participate in a separate Competitive Event or Emerging Leader Series academy.

The guidelines for each school-based enterprise operation have been consolidated to facilitate the coordination of participant activities. This means the same topic, procedure, presentation guidelines and evaluation will be used for both categories.

The presentation must be entered in the category in which the written chapter certification project received certification – food operations or retail operations.

## 2023 TOPIC

The topic of competition rotates each year and is based on one of the 10 business standards in the written chapter certification project. This year's topic is **promotion**. The oral presentation should explain how the school-based enterprise achieves the following performance indicators.

- Explain the nature of a promotional plan.
- Explain the use of visual merchandising in retailing.
- Use cross-merchandising techniques.
- Plan special events.
- Identify ways to track marketing-communications activities.

## KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants 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

## EVENT OVERVIEW

- This event consists of one major part: the oral presentation.
- Each event entry will be composed of one to three members of a DECA chapter. All participants must present the project to the judge.
- The participant(s) will organize appropriate information to explain how their school-based enterprise achieves the instructional area and performance indicators.
- The oral presentation may be a maximum of **10 minutes** in length.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking, the quality of visuals or other supplemental materials, and how well the participants address the performance indicators.

## PRESENTATION GUIDELINES

- The competition consists of an oral presentation during which the participants will explain how their school-based enterprise achieves the instructional area and performance indicators.
- The participants will present to the judge in a 10-minute presentation worth 100 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.
- Each participant may bring note cards pertaining to the project to use as reference during the presentation.
- Participants must adhere to the dress code for when appearing before judges and on-stage.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. **No food or drinks allowed. This includes examples of products in the presentation.** Empty wrappers may be utilized but no actual food or drink are permitted in any capacity.
- If any of these rules are violated, the adult assistant must be notified by the judge.

## PRESENTATION JUDGING

The participants will be evaluated according to the Presentation Evaluation Form.

After introductions, the participants will make a 10-minute presentation to a judge.

At the conclusion of the presentation, the judge will thank the participants. Then the judge will complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.

## AWARDS

Judges will select the top preliminary presentations from each section in each category. The finalist teams will be announced at the Achievement Awards Session and will then participate in the final round. The top ten finalists will be called to the stage and receive red-white-blue ribboned medallions with first, second and third places receiving trophies.



1 to 3  
PARTICIPANTS



PRESENTATION  
TIME



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## PRESENTATION EVALUATION FORM

DID THE PARTICIPANT(S):	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Explain the nature of a promotional plan?	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15-16	
2. Explain the use of visuals merchandising in retail?	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15-16	
3. Explain the use of cross-merchandising techniques?	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15-16	
4. Explain how the SBE plans special events?	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15-16	
5. Explain how the SBE identify ways to track marketing-communications activities?	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15-16	
6. Use visuals that are appropriate and enhance the presentation?	0-1	2	3-4	5	
7. Communicate clearly?	0-1	2	3-4	5	
8. Overall impression of student(s) skill and performance.	0-1-2	3-4-5	6-7-8	9-10	

**TOTAL POINTS**