



CAREER CLUSTER

Entrepreneurship

INSTRUCTIONAL AREA

Market Planning

ENTREPRENEURSHIP TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, 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 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Develop marketing plan.
- Set marketing goals and objectives.
- Explain the concept of marketing strategies.
- Explain the concept of market and market identification.
- Build corporate brand.
- Explain the role of promotion as a marketing function.
- Explain factors that influence customer/client/business buying behavior.

CASE STUDY SITUATION

You are to assume the roles of the founders and owners of YARDSCAPE DESIGNS, a company that provides residential and commercial landscaping and other services. The primary investor (judge) wants you to develop an effective, yet low-cost, marketing strategy that will increase awareness of the business.

YARDSCAPE DESIGNS serves an area of close to 300,000 people. The company works with both residential and commercial clients to design the exact landscape desired, no matter how complicated or simple. The company has relationships with suppliers from around the world to bring unique offerings to clients. In addition, YARDSCAPE DESIGNS employees hold a wealth of knowledge on the soils and natural vegetation of the area. If landscaping is not needed, the company can provide seasonal services, such as fertilizing and seeding, specific to the native flora.

The primary investor (judge) was impressed with your knowledge and capabilities. The investor (judge) feels strongly that the services YARDSCAPE DESIGNS offers are different than other simple landscaping companies in the area. Their competitors do offer basic landscaping services to both residential and commercial clients, but none have the expertise in the local soils and vegetation or the relationship with foreign suppliers.

The investor (judge) is not able to provide a budget for a large marketing campaign. The investor (judge) feels funds are better used for the operations and purchasing, rather than for marketing. You know that in order to get YARDSCAPE DESIGNS noticed, marketing is needed. The investor (judge) has asked your team to develop a marketing plan that includes low-cost marketing strategies to bring awareness to YARDSCAPE DESIGNS. The marketing plan must not include traditional advertising such as radio, television or print advertising.

You will present your marketing plan to the investor (judge) in a meeting to take place in the investor's (judge's) office. The investor (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented the plan and have answered the investor's (judge's) questions, the investor (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of primary investor for YARDSCAPE DESIGNS, a company that provides residential and commercial landscaping and other services. You want the owners of the company (participant team) to develop an effective, yet low-cost, marketing strategy that will increase awareness of the business.

YARDSCAPE DESIGNS serves an area of close to 300,000 people. The company works with both residential and commercial clients to design the exact landscape desired, no matter how complicated or simple. The company has relationships with suppliers from around the world to bring unique offerings to clients. In addition, YARDSCAPE DESIGNS employees hold a wealth of knowledge on the soils and natural vegetation of the area. If landscaping is not needed, the company can provide seasonal services, such as fertilizing and seeding, specific to the native flora.

You were impressed with the owner's (participant team) knowledge and capabilities. You feel strongly that the services YARDSCAPE DESIGNS offers are different than other simple landscaping companies in the area. Their competitors do offer basic landscaping services to both residential and commercial clients, but none have the expertise in the local soils and vegetation or the relationship with foreign suppliers.

You are not able to provide a budget for a large marketing campaign. You feel funds are better used for the operations and purchasing rather than for marketing. The owners (participant team) know that in order to get YARDSCAPE DESIGNS noticed, marketing is needed. You have asked the owners (participant team) to develop a marketing plan that includes low-cost marketing strategies to bring awareness to YARDSCAPE DESIGNS. The marketing plan must not include traditional advertising such as radio, television or print advertising.

The owners (participant team) will present the plan to you in a meeting to take place in your office. You will begin the meeting by greeting the owners (participant team) and asking to hear about their plan.

After the owners (participant team) have presented their plan, you are to ask the following questions of each participant team:

1. Are your marketing strategies targeted more towards potential residential clients or commercial clients?
2. Is there a way to track your marketing strategy to find out if it was effective? If so, what ways?

Once the owners (participant team) have answered your questions, you will conclude the meeting by thanking them for their work.

You are not to make any comments after the event is over except to thank the participants.

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

We thank you for your help.



ENTREPRENEURSHIP TEAM DECISION MAKING, 2018

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA Market Planning

Participant: _____

Participant: _____

I.D. Number: _____

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Develop marketing plan?	0-1-2-3	4-5-6	7-8	9-10	
2.	Set marketing goals and objectives?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
5.	Build corporate brand?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
21 st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						