



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 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- 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

- Conduct SWOT analysis for use in the marketing planning process.
- Develop marketing plan.
- Set marketing goals and objectives.
- Explain the concept of marketing strategies.
- Identify communications channels used in sales promotion.
- Describe word-of-mouth channels used to communicate with targeted audiences.
- Recognize/Reward others for their efforts and contributions.

CASE STUDY SITUATION

You are to assume the roles of the owner and the marketing director of GOOD PET, an online company that sells premium dog and cat treats that are made with the owner's special recipe. Your business partner (judge) wants you to develop a marketing plan that will help the company gain new customers and develop a plan to use existing customers to find new customers.

GOOD PET treats are made with a special recipe that includes all natural, organic ingredients. Customers choose a primary protein for the treats such as chicken, turkey, beef, salmon and tuna. Customers then choose between a one-time shipment of a canister of treats or can choose a subscription service. The subscription service allows for free shipping and the customer can choose between a monthly shipment or a twice-monthly shipment. Customers are allowed to change treat flavors before shipments.

During Covid, GOOD PET, along with all other pet related businesses saw a boom in sales. Pet owners were home during the day and gave their pets more treats. Many households adopted pets during this time, as well. GOOD PET had the most gains in new subscribers for twice-monthly shipments between 2020 and 2022.

Now that many workplaces are mandating employees to return to the office, sales at GOOD PET are down. Many twice-monthly subscribers have changed their subscription to monthly or have cancelled the subscription service altogether, preferring to purchase as needed. With pet owners being out of the house all day, not as many pet treats are being consumed.

While the company is not currently equipped to offer additional products, the business partner (judge) has indicated that GOOD PET needs to increase sales. The business partner (judge) wants your team to develop a marketing plan that will help the company gain new customers and a plan to use existing customers to find new customers. The plan must include:

- SWOT analysis
- Marketing goals and objectives
- Marketing strategies
- Communications channels
- Incentives to encourage current customers to help

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

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization

Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant team.

4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of a business partner of GOOD PET, an online company that sells premium dog and cat treats that are made with the owner's special recipe. You want the owner and the marketing director (participant team) to develop a marketing plan that will help the company gain new customers and develop a plan to use existing customers to find new customers.

GOOD PET treats are made with a special recipe that includes all natural, organic ingredients. Customers choose a primary protein for the treats such as chicken, turkey, beef, salmon and tuna. Customers then choose between a one-time shipment of a canister of treats or can choose a subscription service. The subscription service allows for free shipping and the customer can choose between a monthly shipment or a twice-monthly shipment. Customers are allowed to change treat flavors before shipments.

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While the company is not currently equipped to offer additional products, you have indicated that GOOD PET needs to increase sales. You want the owner and the marketing director (participant team) to develop a marketing plan that will help the company gain new customers and a plan to use existing customers to find new customers. The plan must include:

- SWOT analysis
- Marketing goals and objectives
- Marketing strategies
- Communications channels

- Incentives to encourage current customers to help

The participant team will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant team and asking to hear about their ideas.

During the course of the role-play, you are to ask the following questions of each participant team:

1. How can we tell if new customers were recruited by current customers?
2. Other than raising prices, are there other ways we could make more money?

Once the owner and the marketing director (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the owner and the marketing director (participant team) for the work.

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

EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participants demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participants demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participants demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



ENTREPRENEURSHIP TEAM DECISION MAKING 2024

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

INSTRUCTIONAL AREA: Market Planning

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Conduct SWOT analysis for use in the marketing planning process?	0-1-2-3	4-5-6	7-8	9-10	
2.	Develop marketing plan?	0-1-2-3	4-5-6	7-8	9-10	
3.	Set marketing goals and objectives?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
5.	Identify communications channels used in sales promotion?	0-1-2-3	4-5-6	7-8	9-10	
6.	Describe word-of-mouth channels used to communicate with targeted audiences?	0-1-2-3	4-5-6	7-8	9-10	
7.	Recognize/Reward others for their efforts and contributions?	0-1-2-3	4-5-6	7-8	9-10	
21st 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						