



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Product/Service Management

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

- Plan product mix.
- Determine service to provide customers.
- Identify company's unique selling proposition.
- Identify internal and external service standards.
- Explain the concept of market and market identification.
- Explain factors affecting pricing decisions.
- Explain the concept of competition.

CASE STUDY SITUATION

You are to assume the roles of the owners of VOGUE FITNESS, a new fitness center that will open soon in a large affluent metropolitan area. A key investor (judge) wants more information about a potential opportunity your team is excited about.

The complex that VOGUE FITNESS occupies will include indoor and outdoor pools, basketball courts, tennis courts, indoor racquet courts, a full gym with weight training equipment, separate weight rooms, classrooms for yoga, spin, barre and cardio classes and large locker rooms with several showers, private dressing rooms and laundry service. Each VOGUE FITNESS member will be provided a personal trainer that will help the member achieve fitness and health goals.

Given the luxurious nature of the fitness center, your team has determined that the upper class will be targeted in the marketing efforts of VOGUE FITNESS. You feel that market can afford to pay higher rates, will expect the comprehensive services and have the time available to spend at the gym during the morning, lunch or in the evenings.

The second floor of the building VOGUE FITNESS occupies was recently vacated by a hip tech company. The company outgrew the space and left space that includes three large meeting rooms, 25 desks in an open work area and a central lounge with couches, chairs, tables and room for 30+ people. There is also a full kitchen with seating and two sets of restrooms on both ends of the floor.

You are interested in securing the second floor that was vacated by the tech company. You think that keeping that space as a work environment could add an element to VOGUE FITNESS that could take it beyond a fitness center. Adding the second floor would turn VOGUE FITNESS into a destination for exercise and for shared workspace.

The key investor (judge) is intrigued by the idea but has asked for more information. The investor (judge) wants you to prepare a presentation that will focus on the second floor of VOGUE FITNESS and the products and services that could be offered. The investor (judge) wants you to identify specific products and services that will attract people in the area to not only join VOGUE FITNESS for exercise, but also for the workspace environment. The investor (judge) wants you to explain how your ideas for the workspace fit the VOGUE FITNESS brand identity and to identify how use of the workspace would affect membership pricing.

You will present the information 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 information and have answered the investor's (judge's) questions, the investor (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 key investor in VOGUE FITNESS, a new fitness center that will open soon in a large affluent metropolitan area. You want more information about a potential opportunity the business owners (participant team) are excited about.

The complex that VOGUE FITNESS occupies will include indoor and outdoor pools, basketball courts, tennis courts, indoor racquet courts, a full gym with weight training equipment, separate weight rooms, classrooms for yoga, spin, barre and cardio classes and large locker rooms with several showers, private dressing rooms and laundry service. Each VOGUE FITNESS member will be provided a personal trainer that will help the member achieve fitness and health goals.

Given the luxurious nature of the fitness center, the owners (participant team) determined that the upper class will be targeted in the marketing efforts of VOGUE FITNESS. The owners (participant team) feel that market can afford to pay higher rates, will expect the comprehensive services and have the time available to spend at the gym during the morning, lunch or in the evenings.

The second floor of the building VOGUE FITNESS occupies was recently vacated by a hip tech company. The company outgrew the space and left space that includes three large meeting rooms, 25 desks in an open work area and a central lounge with couches, chairs, tables and room for 30+ people. There is also a full kitchen with seating and two sets of restrooms on both ends of the floor.

The owners (participant team) are interested in securing the second floor that was vacated by the tech company. The owners (participant team) think that keeping that space as a work environment could add an element to VOGUE FITNESS that could take it beyond a fitness center. Adding the second floor would turn VOGUE FITNESS into a destination for exercise and for shared workspace.

You are intrigued by the idea but have asked for more information. You want the owners (participant team) to prepare a presentation that will focus on the second floor of VOGUE FITNESS and the products and services that could be offered. You want the owners (participant team) to identify specific products and services that will attract people in the area to not only join VOGUE FITNESS for exercise, but also for

the workspace environment. You want the owners (participant team) to explain how their ideas for the workspace fit the VOGUE FITNESS brand identity and to identify how use of the workspace would affect membership pricing.

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. Why does the area we are located in matter in this endeavor?
2. Why would fitness members want to use shared work space?

Once the owners (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the owners (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 1

INSTRUCTIONAL AREA: Product/Service Management

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Plan product mix?	0-1-2-3	4-5-6	7-8	9-10	
2.	Determine services to provide customers?	0-1-2-3	4-5-6	7-8	9-10	
3.	Identify company's unique selling proposition?	0-1-2-3	4-5-6	7-8	9-10	
4.	Identify internal and external service standards?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain factors affecting pricing decisions?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain the concept of competition?	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						