Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	54	86			
Preliminary Oral Presentation	40	100			
Final Written Entry	50	69			
Final Oral Presentation	40	100			
Overall	94	91			

DECA™

2018 International Career Development Conference

Student:	Martin Koo
School:	University of Toronto Schools
Association:	Ontario
Competitive Event:	Buying and Merchandising Operations Research

Preliminary Written Entry

	Met Prof	Intl %ile	NV BE ME EE
1. Executive Summary: One- to three-page description of the project	✓	75	
2. Description of the business or organization		66	
3. Description of the community (economic, geographic, demographic and socioeconomic factors)		66	
4. Overview of the business or organization's current customer experience	✓	100	
5. Description and rationale of research methodologies selected to conduct the research study	✓	100	
6. Process used to conduct the selected research methods	✓	100	
7. Findings of the research study	✓	100	
8. Conclusions based on the findings	✓	100	
9. Objectives and rationale of the proposed strategic plan	✓	100	
10. Proposed activities and timelines	✓	83	
11. Proposed metrics or key performance indicators to measure plan effectiveness	✓	85	
12. Costs associated with proposed strategies	✓	100	
13. Professional layout, neatness, proper grammar, spelling and word usage	✓	100	

Final Written Entry

	Met Prof	Intl %ile	NV BE ME EE
1. Executive Summary: One- to three-page description of the project	✓	80	
2. Description of the business or organization		66	
3. Description of the community (economic, geographic, demographic and socioeconomic factors)		66	
4. Overview of the business or organization's current customer experience	✓	100	
5. Description and rationale of research methodologies selected to conduct the research study	✓	66	
6. Process used to conduct the selected research methods	✓	75	
7. Findings of the research study	✓	66	
8. Conclusions based on the findings	✓	66	
9. Objectives and rationale of the proposed strategic plan	✓	100	
10. Proposed activities and timelines	✓	100	
11. Proposed metrics or key performance indicators to measure plan effectiveness	✓	80	
12. Costs associated with proposed strategies		33	
13. Professional layout, neatness, proper grammar, spelling and	✓	100	

Key: NED = Not enough data, NV = No value, BE = Below Expectiations, ME = Meets Expectations, EE = Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.

Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	54	86			
Preliminary Oral Presentation	40	100			
Final Written Entry	50	69			
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Overall	94	91			

DECA

2018 International Career Development Conference

Student: Martin Koo
School: University of Toronto Schools
Association: Ontario
Competitive Event: Buying and Merchandising Operations Research

Preliminary Oral Presentation

	Met Prof	Intl %ile	NV	BE	ME	EE
1. Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	✓	100				
2. Describe methods used to design research study?	✓	100				
3. Interpret the research data into information for decision-making?	✓	100				
4. Describe strategies and approaches for leading change?	✓	100				
5. Describe the nature of budgets?	✓	100				
6. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	✓	100				

Final Oral Presentation

	Met Prof	Intl %ile	NV	BE	ME	EE
1. Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	✓	100				
2. Describe methods used to design research study?	✓	100				
3. Interpret the research data into information for decision-making?	✓	100				
4. Describe strategies and approaches for leading change?	✓	100				
5. Describe the nature of budgets?	✓	100				
6. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	✓	100				

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.