



ENTREPRENEURSHIP SERIES EVENT

ENT-26
Association Event 2

CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Channel Management

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Event Situation.

You have up to 10 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Explain the nature of channels of distribution.
- Explain the nature of channel strategies.
- Select channels of distribution.
- Explain the concept of market and market identification.
- Build corporate brands.

EVENT SITUATION

You are to assume the role of the owner and creator of CARRY, a business that sells various types of travel bags. The director of operations (judge) wants to diversify the distribution strategy and wants you to determine the best channels to consider.

You created CARRY after finding a need for higher quality travel bags. CARRY sells good quality backpacks, overnight bags, diaper bags, pet carriers and gym bags. The bags range in price from \$150.00 to \$300.00 and originally were only sold on CARRY's website. Five years ago, CARRY partnered with a high-end department store with 35 locations. The best-selling merchandise from each CARRY product line was sold at the department store. In addition, 60 independent boutique stores in major cities also carried a limited quantity of CARRY products.

While the partners are happy with CARRY product sales, you have found that the customers purchasing the products are Generation X or older. You have met with the director of operations (judge) to discuss diversifying the distribution strategy to attract younger clientele, specifically those in Generation Z aged 20-27 years old.

The director of operations (judge) suggested mid-priced department stores with hundreds of locations, but you feel that CARRY would get lost in the mix of merchandise. You would rather take a gradual approach and move to strategic partners to get the products in front of the right demographic.

The director of operations (judge) wants you to choose one of CARRY's product lines and select a new channel partner to carry the chosen product line. You must explain how the new channel partner will attract the younger demographic and not be lost in the mix of merchandise.

You will present ideas to the director of operations (judge) in a role-play to take place in the director of operations' (judge's) office. The director of operations (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the director of operations' (judge's) questions, the director of operations (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the director of operations for CARRY, a business that sells various types of travel bags. You want to diversify the distribution strategy and want the owner (participant) to determine the best channels to consider.

The owner (participant) created CARRY after finding a need for higher quality travel bags. CARRY sells good quality backpacks, overnight bags, diaper bags, pet carriers and gym bags. The bags range in price from \$150.00 to \$300.00 and originally were only sold on CARRY's website. Five years ago, CARRY partnered with a high-end department store with 35 locations. The best-selling merchandise from each CARRY product line was sold at the department store. In addition, 60 independent boutique stores in major cities also carried a limited quantity of CARRY products.

While the partners are happy with CARRY product sales, the owner (participant) has found that the customers purchasing the products are Generation X or older. The owner (participant) has met with you to discuss diversifying the distribution strategy to attract younger clientele, specifically those in Generation Z aged 20-27 years old.

You suggested mid-priced department stores with hundreds of locations, but the owner (participant) feels that CARRY would get lost in the mix of merchandise. The owner (participant) would rather take a gradual approach and move to strategic partners to get the products in front of the right demographic.

You want the owner (participant) to choose one of CARRY's product lines and select a new channel partner to carry the chosen product line. The owner (participant) must explain how the new channel partner will attract the younger demographic and not be lost in the mix of merchandise.

The participant 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 and asking to hear about his/her ideas.

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

1. Do you think we should ever expand into department stores with hundreds of locations?
2. What are possible consequences if this isn't a great partnership?

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

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

EVALUATION INSTRUCTIONS

- The participants are to be evaluated on their solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant.
- The maximum score for the evaluation is 100 points. This presentation will be valued at one-third of the total score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



ENTREPRENEURSHIP SERIES – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:

Channel Management

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of channels of distribution.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain the nature of channel strategies.	0-1-2-3	4-5-6	7-8-9	10	
3.	Select channels of distribution.	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 brands.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						