



ENTREPRENEURSHIP TEAM DECISION MAKING EVENT

CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Entrepreneurship

PARTICIPANT INSTRUCTIONS

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

You have up to 30 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 15 minutes to present to the judge(s). Both members of the team must participate in the presentation, as well as answer any questions.

You will be evaluated on your solution to the case study, 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 role requirements of entrepreneurs and owners.
- Describe entrepreneurship planning considerations.
- Use creative problem-solving in business activities/decisions.
- Select target market.
- Plan product mix.

CASE STUDY SITUATION

You are to assume the roles of franchisees that have partnered to open a BEYOND ROOMS+, a retail chain specializing in housewares. The vice president of franchise development (judge) wants your team to analyze the franchise location and determine the target market and product mix for your store.

BEYOND ROOMS+ is a new franchise model for the bankrupt chain BEYOND ROOMS. BEYOND ROOMS filed for bankruptcy in 2023, and its name and trademarks were sold. The original stores were all company owned and were big-box format with extremely large selections of home, kitchen, storage and seasonal merchandise. The new owners created a franchise model that would allow for small store formats to be operated by franchisees.

Each BEYOND ROOMS+ store will have 80% of its inventory assortment curated by BEYOND ROOMS+, with the remaining 20% decided by the franchisee. The four inventory categories include:

- HOME – bedroom and bathroom linens and accessories, rugs, lamps, curtains
- KITCHEN – dinnerware, cookware, bakeware, silverware, small appliances
- STORAGE – boxes, bins, baskets, organizers, racks of many sizes, shapes and materials
- SEASONAL – décor and accessories for all major holidays and seasons

The BEYOND ROOMS+ that your team will operate is located in a city with 75,000 people and a college campus with 15,000 students. The city has a mix of single-family residences, apartment buildings and townhouses. Without including the 15,000 college students, the largest demographic in the city is Millennials, but every demographic is included in the population.

Given the information about the city, the vice president of franchise development (judge) wants your team to analyze the information provided to determine the remaining 20% of inventory for your team's store. The store will already feature 80% of its inventory among each of the inventory categories, so your team is only choosing one of the four inventory categories for extra merchandise. Your team must also explain the reasoning, possible risks, planning considerations and considerations in buying behavior.

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

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role the vice president of franchise development for BEYOND ROOMS+, a retail chain specializing in housewares. You want the franchisees (participant team) to analyze their franchise location and determine the target market and product mix for their store.

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The BEYOND ROOMS+ that the franchisees (participant team) will operate is located in a city with 75,000 people and a college campus with 15,000 students. The city has a mix of single-family residences, apartment buildings and townhouses. Without including the 15,000 college students, the largest demographic in the city is Millennials, but every demographic is included in the population.

Given the information about the city, you want the franchisees (participant team) to analyze the information provided to determine the remaining 20% of inventory for their team's store. The store will already feature 80% of its inventory among each of the inventory categories, so the franchisees (participant team) are only choosing one of the four inventory categories for extra merchandise. The franchisees (participant team) must also explain the reasoning, possible risks, planning considerations and considerations in buying behavior.

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. Which inventory category do you think would be the worst decision? Why?
2. How can we promote that we have additional inventory in the category you have chosen?

Once the franchisees (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the franchisees (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 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 team.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the average of the exam scores.

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 TEAM DECISION MAKING – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

INSTRUCTIONAL AREA:
Entrepreneurship

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role requirements of entrepreneurs and owners.	0-1-2-3	4-5-6	7-8-9	10	
2.	Describe entrepreneurship planning considerations.	0-1-2-3	4-5-6	7-8-9	10	
3.	Use creative problem-solving in business activities/decisions.	0-1-2-3	4-5-6	7-8-9	10	
4.	Select target market.	0-1-2-3	4-5-6	7-8-9	10	
5.	Plan product mix	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						