



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Product/Service Management

ENTREPRENEURSHIP SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- 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 – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the concept of market and market identification.
- Plan product mix.
- Determine services to provide customers.
- Explain the role of customer service in positioning/image.
- Identify company's unique selling proposition.

EVENT SITUATION

You are to assume the role of the owner of COLLECTION, a new store that sells comic books, trading cards and other collectibles. Your business partner (judge) wants you to analyze a pivot in the primary customer base and determine if additional products and services are needed.

COLLECTION opened nine months ago. The store features a large inventory of various comic books, several brands and varieties of trading cards, record albums and collectible figures. The store opened as a fun place targeted toward young collectors. You envisioned a primary customer base aged 8-15 years old and created promotions marketed to that age range and planned special after school events to cater to that crowd.

Surprisingly, the primary customer base at COLLECTION is adult males age 35-54 years old. These COLLECTION customers have been lifelong comic book readers and have many collections of trading cards and figures. The young customers that do visit COLLECTION are the children tagging along with their parents.

The business partner (judge) wants you to analyze the pivot in primary customer base from children to older adult males. You were planning on adding merchandise aimed at children; however, your business partner (judge) wants you to determine if additional products and services should be added that will attract the actual primary customer rather than the intended primary customer. The business partner (judge) wants you to plan products and services for the best choice.

You will present ideas to the business partner (judge) in a role-play to take place in the business partner's (judge's) office. The business partner (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 business partner's (judge's) questions, the business partner (judge) will conclude the role-play 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. Event Situation
3. Judge Role-Play 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the business partner at COLLECTION, a new store that sells comic books, trading cards and other collectibles. You want the owner (participant) to analyze a pivot in the primary customer base and determine if additional products and services are needed.

COLLECTION opened nine months ago. The store features a large inventory of various comic books, several brands and varieties of trading cards, record albums and collectible figures. The store opened as a fun place targeted toward young collectors. The owner (participant) envisioned a primary customer base aged 8-15 years old and created promotions marketed to that age range and planned special after school events to cater to that crowd.

Surprisingly, the primary customer base at COLLECTION is adult males age 35-54 years old. These COLLECTION customers have been lifelong comic book readers and have many collections of trading cards and figures. The young customers that do visit COLLECTION are the children tagging along with their parents.

You want the owner (participant) to analyze the pivot in primary customer base from children to older adult males. The owner (participant) was planning on adding merchandise aimed at children; however, you want the owner (participant) to determine if additional products and services should be added that will attract the actual primary customer rather than the intended primary customer. You want the owner (participant) to plan products and services for the best choice.

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. What are the best promotional channels to reach our customers?
2. Is it important to have a primary customer base or can we simply serve all ages?

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 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.

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 | Participant 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 | Participant 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 | Participant 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 | Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator. |



**ENTREPRENEURSHIP SERIES
2026**

**JUDGE'S EVALUATION FORM
DISTRICT EVENT 1**

Participant: _____

**INSTRUCTIONAL AREA:
Product/Service Management**

ID Number: _____

| Did the participant: | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|--|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Explain the concept of market and market identification? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 2. | Plan product mix? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 3. | Determine services to provide customers? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | Explain the role of customer service in positioning/image? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 5. | Identify company's unique selling proposition? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 21st CENTURY SKILLS | | | | | | |
| 6. | Reason effectively and use systems thinking? | 0-1 | 2-3 | 4 | 5-6 | |
| 7. | Make judgments and decisions, and solve problems? | 0-1 | 2-3 | 4 | 5-6 | |
| 8. | Communicate clearly? | 0-1 | 2-3 | 4 | 5-6 | |
| 9. | Show evidence of creativity? | 0-1 | 2-3 | 4 | 5-6 | |
| 10. | Overall impression and responses to the judge's questions | 0-1 | 2-3 | 4 | 5-6 | |
| TOTAL SCORE | | | | | | |