



## ENTREPRENEURSHIP SERIES EVENT

**CAREER CLUSTER**  
Entrepreneurship

**INSTRUCTIONAL AREA**  
Product/Service 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 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

### JUDGE 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 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
<b>Content Understanding</b>	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.
<b>Application of Performance Indicators and Career Competencies</b>	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.
<b>Reasoning</b>	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.
<b>Workplace Readiness</b>	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 DISTRICT EVENT 1

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Product/Service Management

Rate the participant's ability to:

		Novice	Developing	Proficient	Exemplary	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the concept of market and market identification.	0-1-2-3	4-5-6	7-8-9	10	
2.	Plan product mix.	0-1-2-3	4-5-6	7-8-9	10	
3.	Determine services to provide customers.	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain the role of customer service in positioning/image.	0-1-2-3	4-5-6	7-8-9	10	
5.	Identify company's unique selling proposition.	0-1-2-3	4-5-6	7-8-9	10	
<b>SOLUTION</b>						
6.	<b>Unique</b> Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	<b>Practical</b> Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	<b>Effective</b> Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
<b>CAREER COMPETENCIES</b>						
9.	<b>Critical Thinking</b> Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	<b>Communication</b> Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	<b>Decision Making</b> Consider the impacts of decisions.	0-1	2-3	4-5	6	
<b>OVERALL IMPRESSION</b>						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
<b>TOTAL SCORE</b>						