



VIRTUAL CASE SIMULATION

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Sponsored by Knowledge Matters



Participants in the Collegiate DECA Virtual Case Simulation competition will take on the role of a restaurant entrepreneur in this interactive, browser-based simulation.

MARKETING

EVENT OVERVIEW

Within this competition simulation, participants will take on the role of a restaurant entrepreneur and are in charge of opening, setting up, marketing and operating a new restaurant.

The goal is to make the restaurant as profitable as possible. Participants will be limited to opening one restaurant and they will not be able to relocate the restaurant.

The restaurant's success will depend largely on the participant's ability to focus on a particular target market and serve it well.

Participants can retry the simulation competition multiple times as they learn how the simulation works. Only their best score will count.

AWARDS

1st place will receive \$500.

2nd place will receive \$250.

3rd place will receive \$100.

Thank you to Knowledge Matters for sponsoring this virtual case simulation.

EVENT TIMELINE

Registration Opens	Monday, October 19, 2026
Competition Begins	Monday, November 2, 2026 at 10:00 a.m. ET
Competition Ends	Friday, November 13, 2026 at 5:00 p.m. ET

CAREER COMPETENCIES

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop Career Competencies, in the following categories, desired by today's employers:

- **Critical Thinking**
Thinks critically to understand and solve problems.
- **Communication**
Communicates clearly, effectively, and with reason.
- **Decision Making**
Considers the impacts of decisions.
- **Collaboration**
Participates and advocates in groups of all sizes to achieve common goals.
- **Innovation**
Demonstrates a creative and innovative mindset.
- **Technology**
Ethically leverages technologies to enhance efficiencies, complete tasks, and accomplish goals.



1 PARTICIPANT



ONLINE
SIMULATION