



CAREER CLUSTER

Entrepreneurship

INSTRUCTIONAL AREA

Market Planning

ENTREPRENEURSHIP OPERATIONS EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Develop marketing plan.
- Set marketing goals and objectives.
- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.
- Identify communications channels used in sales promotion.

CASE STUDY SITUATION

You are a successful entrepreneur that introduced the product BOLDLY to the market. BOLDLY is a boxed hair dye kit that is sold online direct-to-consumers. Customers fill out an extensive survey and are matched with a hair dye kit that best fits their needs. Customers do not have to pay outrageously high prices at salons, nor do they need to purchase hair dye kits in person at discount stores. Each kit costs \$15.00 with shipping.

The majority of BOLDLY's advertising and promotions is on social media with a focus on Instagram. Instagram posts showcase the varying dye colors offered by BOLDLY, before and after pictures and the ability to purchase products. BOLDLY also has advertised in specialty women's magazines that focus on style and fashion.

One of the biggest surprises when BOLDLY launched was the number of males purchasing the products. It seems that males still feel uneasy about having their hair colored in a salon and purchasing hair dye products in person. Roughly 40% of the products are sold to males.

With BOLDLY's success, you were able to open two BOLDLY salons; each one located in a large metropolitan area. The BOLDLY salons provide customers the service of a professional stylist coloring their hair with a BOLDLY product. The service prices vary between \$50.00 - \$100.00 depending on length of hair, special highlights and post-dye styling. While the BOLDLY salons have both been successful in each location, it is quite surprising that 90% of the clientele is female.

YOUR CHALLENGE

Given that a large number of BOLDLY products sold direct-to-consumer are sold to males, it is surprising that only 10% of the salon clientele are male. Your business partner does not want to open additional BOLDLY salon locations until males make up 25% of the clientele.

You must develop a marketing plan, targeting males that are customers of BOLDLY products, that will promote the BOLDLY salons. Your marketing plan must include:

- Marketing goals and objectives
- Specific marketing strategies to reach goals
- Communications channels used to effectively reach target market

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 OPERATIONS
2022**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
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ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Develop marketing plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Set marketing goals and objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the concept of market and market identification?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Identify communications channels used in sales promotion?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						