



**CAREER CLUSTER**  
Entrepreneurship

**INSTRUCTIONAL AREA**  
Channel Management

## **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**

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- 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**

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- Explain the nature and scope of channel management.
- Select channels of distribution.
- Explain the nature of channel strategies.
- Identify company's unique selling proposition.
- Determine services to provide customers.

## **CASE STUDY SITUATION**

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You are the owner of DR. PLANT, a business that helps amateur gardeners care for their plants. DR. PLANT provides services to a population of 40,000 people. The city is fortunate to have four distinct seasons and can see extreme temperatures in both the winter and summer seasons.

DR. PLANT has five master gardeners, and two professional horticulturists on staff. A customer makes an appointment for a DR. PLANT representative to travel to their house to visit their home garden area. During the 30-minute visit, the DR. PLANT representative looks at the plants, vegetables, flowers or trees that are planted and helps the amateur gardener determine what is the cause of irregular health or suggest methods to aid growth. DR. PLANT representatives test soil and water and have a supply of supplements available for purchase if the solution is not easily found. A 30-minute DR. PLANT home visit is priced at \$100.00. A 15-minute follow up visit one month later is included.

The first spring that DR. PLANT opened was so successful that you had to hire another master gardener to help with the house calls. During the winter months, however, business slows. While there are some customers that have questions about cold weather care for their gardens and plants, it is not a profitable time of year.

## **YOUR CHALLENGE**

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You have asked a small business consultant for ideas on how to make more money during the winter season. The small business advisor told you to determine additional services you could offer during the winter months and to think of creative channels you could use to broaden your customer base to include nonlocals.

The small business consultant wants to meet with you to discuss your channel strategy ideas. The small business consultant wants you to identify:

- Methods to expand customer base to nonlocals
- Additional channels of distribution
- Additional services that can be provided to local customers
- Services that can be provided to nonlocal customers

## EVALUATION INSTRUCTIONS

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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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**ENTREPRENEURSHIP OPERATIONS  
2023**

**JUDGE'S EVALUATION FORM**  
Association Event 1

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

**INSTRUCTIONAL AREA**  
Channel Management

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

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature and scope of channel management?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Set channels of distribution?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the nature of channel strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Identify company's unique selling proposition?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Determine services to provide customers?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
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	
<b>TOTAL SCORE</b>						