



CAREER CLUSTER

Entrepreneurship

INSTRUCTIONAL AREA

Product/Service 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

- 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

- Plan product mix.
- Determine services to provide customers.
- Identify company's unique selling proposition.
- Select target market.
- Explain factors affecting pricing decisions.

CASE STUDY SITUATION

You are the owner of POSH FITNESS, a new fitness center that will open soon in a large affluent metropolitan area. The complex that POSH FITNESS occupies will include indoor and outdoor pools, basketball courts, tennis courts, indoor racquet courts, a full gym with weight training equipment, separate weight rooms, classrooms for yoga, spin, barre and cardio classes and large locker rooms with several showers, private dressing rooms and laundry service. Each POSH FITNESS member will be provided a personal trainer that will help the member achieve fitness and health goals.

Given the luxurious nature of the fitness center, you have determined that the upper class will be targeted in the marketing efforts of POSH FITNESS. You feel that market can afford to pay higher rates, will expect the comprehensive services and have the time available to spend at the gym during the morning, lunch or in the evenings.

The second floor of the building POSH FITNESS occupies was recently vacated by a hip tech company. The company outgrew the space and left space that includes three large meeting rooms, 25 desks in an open work area and a central lounge with couches, chairs, tables and room for 30+ people. There is also a full kitchen with seating and two sets of restrooms on both ends of the floor.

YOUR CHALLENGE

You are interested in securing the second floor that was vacated by the tech company. You think that keeping that space as a work environment could add an element to POSH FITNESS that could take it beyond a fitness center. Adding the second floor would turn POSH FITNESS into a destination for exercise and for shared workspace.

Your business partner is intrigued by the idea but has asked for more information. Your business partner wants you to prepare a presentation that will focus on the second floor of POSH FITNESS and the products and services that could be offered. Your business partner wants you to identify specific products and services that will attract people in the area to not only join POSH FITNESS for exercise, but also for the workspace environment. Your business partner wants you to explain how your ideas for the workspace fit the POSH FITNESS brand identity and to identify how use of the workspace would affect membership pricing.

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
2024**

JUDGE'S EVALUATION FORM
Association 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.	Plan product mix?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Determine services to provide customers?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Identify company's unique selling proposition?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Select target market?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain factors affecting pricing decisions?	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						