



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Channel Management

ENTREPRENEURSHIP SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature of channels of distribution.
- Explain the nature of channel strategies.
- Select channels of distribution.
- Determine factors affecting business risk.
- Build corporate brand.

EVENT SITUATION

You are to assume the role of the owner of POSH, a luxury portable charger for mobile phones. The director of sales (judge) wants you to choose a new sales channel that will increase sales but not damage the brand image.

You developed POSH, the first luxury portable charger. The unique charger is extremely lightweight, has six outputs and three inputs, and charges devices lightning fast. The slim device is plain muted black in color with the word POSH in a charcoal color on all four sides. POSH is only available on the company website and costs \$100.

The director of sales (judge) has identified two potential channels that would help increase sales. The director of sales (judge) wants you to analyze the benefits and risks associated with each sales channel, how the channel could affect the brand and make a selection.

Option 1: PROMO SWAG – a company that provides customizable promotional products and gifts for businesses and organizations. A client could purchase POSH chargers with their company logo, and gift it to sales prospects, employee celebration gifts, or for raffles. Companies want promotional products from established brands.

Option 2: Various mobile phone carrier retail stores – The top three mobile phone carrier retail stores would carry POSH in close to 19,000 total stores.

You will present your analysis and selection to the director of sales (judge) in a role-play to take place in the director of sales' (judge's) office. The director of sales (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 director of sales' (judge's) questions, the director of sales (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the director of sales at POSH, a luxury portable charger for mobile phones. You want the owner (participant) to choose a new sales channel that will increase sales but not damage the brand image.

The owner (participant) developed POSH, the first luxury portable charger. The unique charger is extremely lightweight, has six outputs and three inputs, and charges devices lightning fast. The slim device is plain muted black in color with the word POSH in a charcoal color on all four sides. POSH is only available on the company website and costs \$100.

You have identified two potential channels that would help increase sales. You want the owner (participant) to analyze the benefits and risks associated with each sales channel, how the channel could affect the brand and make a selection.

Option 1: PROMO SWAG – a company that provides customizable promotional products and gifts for businesses and organizations. A client could purchase POSH chargers with their company logo, and gift it to sales prospects, employee celebration gifts, or for raffles. Companies want promotional products from established brands.

Option 2: Various mobile phone carrier retail stores – The top three mobile phone carrier retail stores would carry POSH in close to 19,000 total stores.

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. Why is it a bad idea to go with both options?
2. Who is our target market?

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 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 SERIES
2025**

**JUDGE'S EVALUATION FORM
DISTRICT EVENT 2**

Participant: _____

**INSTRUCTIONAL AREA:
Channel Management**

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of channels of distribution?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the nature of channel strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Select channels of distribution?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Determine factors affecting business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Build corporate brand?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						