



## **CAREER CLUSTER**

Entrepreneurship

## **INSTRUCTIONAL AREA**

Operations

# **ENTREPRENEURSHIP SERIES EVENT**

## **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

## **21<sup>st</sup> 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**

1. Discuss the nature of supply chain management.
2. Explain the importance of the supply chain in business performance.
3. Select vendors.
4. Assess business risk.
5. Explain factors affecting pricing decisions.

## EVENT SITUATION

You are to assume the role of a small business owner that owns and operates the online jewelry store, MILKY WAY DESIGNS. You will meet with your business manager (judge) to discuss your analysis and recommendation for a change in supplier.

MILKY WAY DESIGNS jewelry is based on planets, stars, constellations, moons and other astronomical bodies. You started the company four years ago and sell your items online.

While you hand design and create all jewelry pieces, you use two vendors' merchandise to complete the jewelry pieces. After much research and consideration, you use the company CHAIN WHOLESALERS for the varying lengths of necklace chains for your pieces and the company PIECES & MORE for the necklace clasps and earring backs needed to complete the pieces. Both CHAIN WHOLESALERS and PIECES & MORE have been pleasant to work with and important parts of the supply chain.

Over the last month, MILKY WAY DESIGNS has been receiving negative customer feedback on the company website. Several customers have commented that the necklace clasps are cheap and do not stay closed, resulting in the necklace falling off and the pendant coming off the chain. At first you thought it was simply user-error, but after a month of continued complaints, you contacted PIECES & MORE.

Your representative at PIECES & MORE claims that the necklace clasps in your most recent shipment are indeed the very same necklace clasps you have always received. The representative suggested that a higher priced necklace clasp, of better quality, might solve your customers' problems. The higher priced necklace clasp would force you to raise prices on your jewelry items by \$3/necklace and you would still be doing business with the same supplier of the defective clasps.

Your CHAIN WHOLESALERS representative was happy to detail the available necklace clasps and earring backs available, all lower quality than PIECES & MORE offerings, which is the reason you did not choose them for clasps and backs when starting your business.

A third vendor, BITS, has both good quality necklace clasps and earring backs available, but the vendor's prices are quite expensive. In order to be profitable, the prices would need to increase by \$5/piece.

You must analyze your supply chain, the three vendor options and make a recommendation. Your analysis must include business risks and pricing decisions.

You will present your analysis and recommendations to your manager (judge) in a role-play to take place in the manager's (judge's) office. The business manager (judge) will begin the role-play by greeting you and asking to hear your analysis. After you have presented your analysis and have answered the business manager's (judge's) questions, the manager (judge) will conclude the role-play by thanking you for your work.

# JUDGE'S INSTRUCTIONS

## DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. 21<sup>st</sup> Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization  
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

## JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of a business manager for MILKY WAY DESIGNS, an online jewelry store. You will meet with the business owner (participant) to discuss an analysis and recommendation for a change in supplier.

MILKY WAY DESIGNS jewelry is based on planets, stars, constellations, moons and other astronomical bodies. The business owner (participant) started the company four years ago and sells items online.

While the business owner (participant) hand designs and creates all jewelry pieces, the business uses two vendors' merchandise to complete the jewelry pieces. After much research and consideration, the business uses the company CHAIN WHOLESALERS for the varying lengths of necklace chains for the pieces and the company PIECES & MORE for the necklace clasps and earring backs needed to complete the pieces. Both CHAIN WHOLESALERS and PIECES & MORE have been pleasant to work with and important parts of the supply chain.

Over the last month, MILKY WAY DESIGNS has been receiving negative customer feedback on the company website. Several customers have commented that the necklace clasps are cheap and do not stay closed, resulting in the necklace falling off and the pendant coming off the chain. At first the business owner (participant) thought it was simply user-error, but after a month of continued complaints, the business owner (participant) contacted PIECES & MORE.

Your representative at PIECES & MORE claims that the necklace clasps in your most recent shipment are indeed the very same necklace clasps you have always received. The representative suggested that a higher priced necklace clasp, of better quality, might solve your customers' problems. The higher priced necklace clasp would force MILKY WAY DESIGNS to raise prices on its jewelry items by \$3/necklace and the company would still be doing business with the same supplier of the defective clasps.

Your CHAIN WHOLESALERS representative was happy to detail the available necklace clasps and earring backs available, all lower quality than PIECES & MORE offerings, which is the reason the owner (participant) did not choose them for clasps and backs when starting the business.

A third vendor, BITS, has both good quality necklace clasps and earring backs available, but the vendor's prices are quite expensive. In order to be profitable, the prices would need to increase by \$5/piece.

The business owner (participant) must analyze the current supply chain, the three vendor options and make a recommendation. The analysis must include business risks and pricing decisions.

The participant will present an analysis and recommendation 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. Should we communicate any of these decisions to our customers? Why or why not?
2. Besides pricing, what can affect our profit?
3. How will we know if we made the right decision?

Once the business owner (participant) has presented a recommendation and has answered your questions, you will conclude the role-play by thanking the business owner (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

# JUDGE'S EVALUATION INSTRUCTIONS

## Evaluation Form Information

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 being 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 chairperson 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 SERIES, 2018**

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

**JUDGE'S EVALUATION FORM**

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA**

Operations

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe the nature of supply chain management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the importance of the supply chain on business performance?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Select vendors?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Assess business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain factors affecting pricing decisions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						