

## **Due Dates for Deca's Competition Manuals**

### **Marketing Applications & Management Students- honors credit**

Note- All manuals will skip Step 1 (Executive Summary) until the end, since this will be consist of a 1-3 page summary about your entire 20- page marketing project.

#### **Important Guidelines for completing your Marketing Project**

10- Week Project to Complete, due on alternating Fridays (unless specified otherwise)

Each of the 4-due dates are worth 40- points for 160 pts. 15 pt. deduction if Late!

Your teams completed 20-page marketing manual will be worth 100 pts!

Total points for Marketing manual Team project is worth 260 points

Use font Times New Roman in size 12; Also use double-spacing, except when using charts- use single spacing.

Turn-in a minimum 3-4 typed pages by each due date.

Do NOT include any pictures in your manual until you submit in December!

Only those individuals who are DECA members may submit their projects for competition to qualify for DECA States in Orlando

**Each member of the team must label specific section completed**

*Example: Susan Lopez- Step #2, Felipe Rodriguez- Step #3, Ana Smith- Step #4*

**Tip- Use Mr. Kennedys Tips sheets and sample winning manual as a helpful guide!**

**FRANCHISE BUSINESS PLAN-** 20-pages!! (teams may consist of 2-3 students)

#### **2. Business History, Background, and Objectives** *Steps #2,3,4 due on Fri. 10/12*

- A. Describe the company you wish to purchase franchise rights for
- B. List your short-term (next 12-months) and long-term objectives (2-5 years)
- C. Describe the company's major successes and achievements to date
- D. Describe the company's challenges and obstacles
- E. Describe any changes in structure, management, ownership, etc. that have taken place in the past year.

#### **3. Business Environment**

Describe how environmental factors such as the local, national, or international economy, changes in population, interest rates, changes in levels of employment may affect your business.

#### **4. Products, and/or Services**

- A. List and describe the products and/or services offered
- B. Describe any planned changes or additions to the present line of products/services.

#### **5. Present Market-** *Steps #5,6,7 due on TR 10/25*

- A. Describe the present market (geographic location of your potential customers, types of customers)
- B. Describe the growth potential in your market
- C. Describe the current pricing policy
- D. if the business is seasonal, explain how the company adjusts to seasonal factors.

#### **6. Competition**

- A. List the company's primary competitors in your market. Identify their strengths & weaknesses.
- B. List the advantages the company has compared to its primary competitors.

C. List the disadvantages the company has compared to its primary competitors.

### **7. Marketing Plan-**

- A. Describe the customers and geographic territory to be targeted for marketing efforts to generate revenue.
- B. Describe the company's existing marketing techniques, strategies and tools.
- C. Describe the marketing techniques, strategies, and tools you will use in the future to promote the business.

### **8. Management & Organization** *steps #8,9,10 due on Fri. 11/16*

- A. Describe your management team and its strengths and weaknesses
- B. Describe your plan to further develop your management team
- C. Describe your management succession plan- who will take over in the event of the incapacity or continued absence of any owner or key employee?
- D. Describe the need for, and how you will obtain, additional management personnel based on present and projected sales.

### **9. Business Resources**

- A. List the major operating equipment that you will purchase or lease.
- B. List major suppliers, location, and payment terms
- C. Identify other outside resources used or needed to fulfill customer requirements
- D. Describe quality control procedures
- E. Describe the availability of skilled labor to meet your company needs
- F. Describe the type and extent of necessary training that will be required to upgrade the skills of labor administrative employees and the estimated cost.
- G. Projected number of full-time and part-time employees.
- H. Organizational chart

### **10. Financial Plan and Data**

- A. Describe the company's sales and profit trends
- B. Outline your strategy and timing for obtaining capital
- C. Two-year projected operating statement
- D. One-year projected cash flow statement

### **11. Conclusion** *Steps #11,12,13, and #1 due on Fri. 12/7*

Specific request for financing, summary of key points supporting the financial request.

### **12. Bibliography**

Include a list of the key points supporting the financial request.

### **13. Appendix**

An appendix is optional. Include in the appendix any exhibits appropriate to the written entry but not important enough to include in the body; these might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

- 14. Step 1- Executive Summary (1-3 pages)

***Turn-in Entire 20-page DECA manual on Wed. 12/12.***

**Option #2- (Available to DECA Members Only)**

***BUSINESS OPERATIONS RESEARCH EVENTS- 5 Categories to choose  
20-pages and working in teams of 2-3 students***

- ***Business Services Operations Research- BOR***
- ***Buying and Merchandising Operations Research- BMOR***
- ***Finance Operations Research- FOR***
- ***Hospitality & Tourism Operations Research- HTOR***
- ***Sports & Entertainment Marketing Operations Research- SEOR***

**Tip- Use Mr. Kennedys Tips sheets and sample winning manual as a helpful guide!**

**2. Introduction** *Step #2 & 3 due on Fri. 10/12*

- A. Description of the business or organization
- B. Description of the community (economic, geographic, demographic, & socioeconomic factors)
- C. Overview of the business or organization's current corporate social responsibility

**3. Research Methods used in the Study**

- A. Description and rationale of research methodologies selected to conduct the research study
- B. Process used to conduct the selected research methods

**4. Findings and Conclusions of the Study** *Steps #4 & 5 due on TR, 10/25*

- A. Findings of the research study
- B. Conclusions based on the findings

**5. Proposed Strategic Plan**

- A. Objectives and rationale of the proposed strategic plan
- B. Proposed activities and timelines
- C. Proposed metrics or key performance indicators to measure plan effectiveness

**6. Proposed budget**

Costs associated with proposed strategies

**7. Bibliography**

*Steps #6,7 due on Fri. 11/16*

A bibliography is required. Include a list of the sources of information used in the written document.

**8. Appendix**

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**9. Step 1- Executive Summary (1-3 pages)** *Steps #8,9 due on Fri. 12/7*

## Creative Marketing Project (CMP)

*Team of: Jayla Morris, Chloe Snyder, Maggie Sorfield*

**Tip- Use Mr. Kennedys Tips sheets and sample winning manual as a helpful guide!**

**Step 2- Introduction** *Step #2 A,B,C due on Fri. 10/12*

- A. Statement of the Problem
- B. Significance of the problem studied
- C. Background information:

**Step 3- Procedures and Research Methods Used** *step #3- Parts A,B,C due on TR 10/25*

- A. Description of secondary research conducted:
- B. Description of the primary research conducted.
- C. Description of involvement of chapter members and businesspeople in the project.

**Step 4- Findings and Conclusions** *Step #4- Parts A,B due on Fri. 11/16*

- A. Presentation of findings, data to support findings
- B. Presentation of conclusions, rationale to support conclusions

**Step 5- Recommendations** *step #5- Parts A,B,C,D due on Fri. 12/7*

- A. Recommendations resulting from the study
- B. Projected outcomes from implementing the recommendations
- C. Plan for implementing the recommendations
- D. Evidence that the project has been presented to the appropriate business

**Step 6- Bibliography** *Step #6,7,1 due on Fri. 12/14*

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**Step 7- Appendix**

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**Step 1- Executive Summary** and handout *Turning-in Your Completed Deca Manual.*

## **Entrepreneurship Promotion Plan (EPP)**

***Team of: Noah Freilich, Justin Picciolo, Craig Tapling***

**Tip- Use Mr. Kennedys Tips sheets and sample winning manual as a helpful guide!**

**Step 2- Introduction** *Step #2, parts A & B due on Fri. 10/12*

- A. Description of the local DECA chapter
- B. Description of the school and community

**Step 3- Management of Activities Targeted at Outside Audience** *Step #3 A&B due TR 10/25*

- A. Purpose of the activities
- B. Planning and organization of activities

Continue Step 3- Part C- Implementation of Activities *Step #3-C, Step #4 due on Fri. 11/16*

**Step 4- Evaluation and Recommendation**

- A. Evaluation of campaign
- B- Recommendations for additional new activities for future campaigns

**Step 5 Bibliography** *Step #5 & 6 due on Fri. 12/7*

A bibliography is required. Include a list of the sources of information used in the written document.

**Step 6 Appendix**

An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires sent, letters sent and received, general background data, minutes of meetings, etc.

**Step 1- Executive Summary** and handout *Turning-in Your Completed Deca Manual.*

*Step #1 and entire manual due on Fri. 12/14*

## Financial Literacy Promotion Program (FLPP)

*Team of: Stephanie Vargas, Samantha Whaley, Marley Torbeck*

**Tip- Use Mr. Kennedys Tips sheets and sample winning manual as a helpful guide!**

**Step 2- Introduction** *Step #2, parts A & B due on Fri. 10/12*

- A. Description of the local DECA chapter
- B. Description of the school and community

**Step 3- Management of Activities Targeted at Outside Audience** *Step #3 A&B due TR 10/25*

- A. Purpose of the activities
- B. Planning and organization of activities

Step 3- Part C- Implementation of Activities *Step #3-C, Step #4 due on Fri. 11/16*

**Step 4- Evaluation and Recommendation**

- A. Evaluation of campaign
- B- Recommendations for additional new activities for future campaigns

**Step 5- Bibliography** *Step #5 & 6 due on Fri. 12/7*

A bibliography is required. Include a list of the sources of information used in the written document.

**Step 6 Appendix**

An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires sent, letters sent and received, general background data, minutes of meetings, etc.

**Step 1- Executive Summary** and handout *Turning-in Your Completed Deca Manual.*

*Step #1 and entire manual due on Fri. 12/14*