

  
**SMALL BUSINESS MANAGEMENT TEAM**

(510)

**REGIONAL 2024**

**judging procedure**

* As a team of judges, formulate two to three questions to ask at the conclusion of the presentation. Be sure to ask the same questions of each team.
* Teams will present before a panel of judges and timekeeper.
* All team members must participate.
* The length of set-up will be no more than three (3) minutes.
* The length of the presentation will be no more than ten (10) minutes; followed by judges’ questions not to exceed ten (10) minutes.
* Excuse teams upon completion of judges’ questions.
* **There can be no ties in the top ten (10) teams.** It is the responsibility of the judges to break any ties.
* Administrator will fill out the ranking sheet prior to dismissing the judges.
* If more than one (1) section is necessary, finalists will be determined by selecting an equal number from each section.
* Give administrator all Judges’ Rating Sheets, Judge Evaluation Sheets, and contest materials.
* No audience will be allowed.

**Please double-check and verify all scores!**

**Description:**

The team will use strategic planning and problem-solving skills to provide solutions to the business case study provided. At State and National level, teams will be presented with an additional element to the scenario that requires revision of their final presentation.

**Initial Case Study Topic:**

Jessica Smith owns and operates a limited liability company where she is paid to be a social media influencer. She has an active YouTube channel with about 85 million subscribers. She utilizes the channel to make videos about the perks and cons of living in New York City, as well as travel for both those who live within the city and those who plan to visit the city. Her YouTube channel is named Jess In NYC, and her subscribers help her earn about $12,000 (gross) a month. Her main income for the business comes from ad revenue generated by her subscribers and paid by YouTube. Jessica is currently a one-woman show, and spends the majority of her day filming, editing, and posting to her YouTube channel. She also tries to carve out at least half an hour each day responding to subscriber emails and comments on her posts. Due to the fact her business has no employees, her expenses are relatively low for the business. She currently pays herself a salary of $100,000, leaving the extra to reinvest into the business; however, she has only been doing this for about one year. Jessica is wanting to expand her business but is unsure of what ways would be most successful and/or cost effective. Jessica is also interested in bringing on some additional employees to aid in the support and growth of her business. Jessica’s primary focus is creating additional value for subscribers while maximizing revenue and growth for the business. Jessica is concerned about the potential time expanding the business would cause and needs solutions that provide growth to the business while prioritizing her time and effort.

One key fear Jessica has when attempting to grow the business is causing subscribers to feel as though she is only catering to the revenue customers bring in, instead of seeing them as a part of the community she has built around her channel. Jessica wants to find ways to grow the business and increase revenue in ways that prioritize customer/subscriber engagement. Create a presentation detailing the ways that Jessica can grow her business without alienating customers. Share insights to current industry trends, financial implications, and human resources requirements.

Teams who do not submit an entry that follows this topic will be *disqualified*.

**A team will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**

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**Suggestions for Questions:**

* In what ways is Jessica’s business different than the average small business? Are these differences good or bad?
* What are the main barriers to Jessica’s business expansion, and how can she overcome and/or mitigate them?
* What ethical considerations should Jessica consider?