**Contestant Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Time: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Rank: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**



**SMALL BUSINESS MANAGEMENT TEAM**

(510)

**REGIONAL 2024**

Presentation Points \_\_\_\_\_\_\_\_\_\_ (140 points)

Specification Points \_\_\_\_\_\_\_\_\_\_ (20 points)

***TOTAL POINTS \_\_\_\_\_\_\_\_\_\_ (160 points)***

**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.**

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