



**BUSINESS
PROFESSIONALS**
of **AMERICA**
Giving Purpose to Potential

SMALL BUSINESS MANAGEMENT TEAM

(510)

REGIONAL 2026

FINAL

Judge Key

INITIAL CASE STUDY TOPIC: Luna & Co. – A Modern Art & Design Studio

Luna & Co. – A Modern Art & Design Studio

Sabrina Luna is the owner of Luna & Co., a boutique art and design studio based in a growing arts district. She started the business creating custom hand-painted wall art and murals for local homes and businesses. Over time, she added graphic design services, digital illustrations, and art licensing for local brands. Her work has been featured in pop-up galleries, coffee shops, and influencer home décor reels.

Now three years into her business, Sabrina is at a turning point. She is booked solid for custom work but has no time to explore passive income, personal creative projects, or expand her online presence. She's also received frequent requests from customers to offer merchandise featuring her designs (like prints, mugs, planners, or digital downloads) but hasn't had the time or bandwidth to set up an online store. She currently handles all aspects of her business—design, emails, billing, shipping—and it's starting to affect her mental health and creative energy. Sabrina wants to grow sustainably, not just financially, but in a way that protects her love for art and gives her more time freedom.

Sabrina has hired your team to develop a growth plan that helps Luna & Co. evolve into a profitable, creatively fulfilling, and scalable brand. Your plan should include:

- Strategies for diversifying revenue (passive income, e-commerce, licensing, etc.)
- Recommendations for hiring or outsourcing low-level tasks without losing quality
- A roadmap for launching an online store and building digital presence
- Time management and technology tools that help her automate and simplify
- Ideas to keep her creative mission and well-being at the center of her business decisions

Points to consider include, but are not limited to:

- What new products or services can Luna & Co. offer that generate income without requiring more of Sabrina's time?
- How can Sabrina delegate or automate routine business tasks?
- What tools/platforms can streamline her order fulfillment, customer communication, and finances?
- Should Luna & Co. invest in a team member (e.g., virtual assistant, junior designer)?
- How can she market her art and products online without burning out?

GENERAL GUIDELINES

1. **Formulate Questions:** As a team of judges, create two to three questions to ask at the end of each presentation. *Make sure to ask the same questions to every team.*
2. **Presentation Details:**
 - **Setup Time:** Teams have up to 3 minutes to set up.
 - **Presentation Time:** Each team has up to 10 minutes to present, followed by up to 10 minutes for judges' questions.
 - **Completion:** Excuse the teams after the judges' questions are finished.

3. **Judging Rules:**

- **No Ties:** There can be no ties in the top 10 teams. Judges are responsible for breaking any ties.
- **Ranking:** The administrator will fill out the ranking sheet before dismissing the judges.
- **Multiple Sections:** If there are multiple sections, finalists will be chosen by selecting an equal number from each section.

4. **Audience:** No audience is allowed in the contest room.

POTENTIAL JUDGE'S QUESTIONS

1. What free online tools or platforms could Sabrina use to streamline her business tasks?
2. What are some pros and cons of offering local student internships to help in her business expansion?
3. How did your team manage time and resources to ensure you met the project's deadlines?
4. If you could revisit your recommendations, what would you change based on what you've learned during the process?

FINAL STEPS

Double-check and verify all scores.