



BUSINESS
PROFESSIONALS
of AMERICA
Giving Purpose to Potential

SMALL BUSINESS MANAGEMENT TEAM (510)

REGIONAL 2026

PRELIMINARY

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.* Potential questions are listed below.
2. **Presentation Details:**
 - **Setup Time:** Teams have up to three (3) minutes to set up.
 - **Presentation Time:** Teams have up to ten (10) minutes to present, followed by up to five (5) minutes for judges' questions.
 - **Completion:** Excuse the team 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.

4. **Scoring:**

- Individual scores are not to be given to students.
- Only general statements are to be shared.
- Contestants are not allowed to ask questions.
- Please share your comments directly online. Contestants will see these comments which will help prepare them for future competitions.

5. **Post-Presentation:**

- **Materials:** Give any contest materials to the administrator.
- **Audience:** No audience is allowed in the contest room.

POTENTIAL JUDGE'S QUESTIONS

1. What can Sabrina do to keep her current customers loyal while expanding her business online?
2. Which new product or service should Sabrina focus on first to make extra income without taking too much time?
3. How did your team collaborate to come up with the recommendations, and what role did each member play?
4. What was one challenge your team faced during the project, and how did you work together to overcome it?

FINAL STEPS

Double-check and verify all scores.