

(510) Small Business Management Team

Description & Eligibility

The team will use strategic planning and problem-solving skills to provide solutions to the business case study provided. Any postsecondary or secondary division contestant may enter this judged team event. A team will consist of 2-4 contestants. Teams must be registered for the national competition before the submission deadline and compete in both parts of the event to be ranked. **Entries that do not follow the provided topic or the Copyright and/or Fair Use Guidelines will be disqualified.**

Topic

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?

Team Must Supply

- For each round of presentations (preliminaries and finals) contestant must provide one (1) copy of the Works Cited formatted according to the *Style and Reference Manual* and signed BPA Release Form(s).
- Sharpened pencils, pens
- Optional (Prep Room Only) - Laptop/notebook computer, portable printer with paper (1 per team)
- Optional - Digital presentation tools and supporting equipment (device, software, projector, extension cords, etc.)
- Optional - Prepared posters, graphs, poster board, flip charts and markers, product props (samples and promotional items)

Contest Notes

- Method of evaluation: judged.
- Carry-in and set-up of equipment must be done solely by the contestant within the time allotted.
- No Internet access will be provided on-site at NLC; however, contestants may provide their own access to be used only for their presentation to the judges.
- No materials may be left with the judges.

- Length of the event: no more than five (5) minutes orientation and no more than thirty (30) minutes preparation time for state and national levels. No more than three (3) minutes setup, no more than ten (10) minutes for the presentation, and no more than ten (10) minutes judges' questions.
- Finals may be part of the competition.
- Each state is allowed three (3) entries.

Contest Competencies

- Develop and implement an action plan
- Analyze needs, prioritize, and delegate team responsibilities needed to perform required tasks
- Demonstrate a working knowledge of entrepreneurial and business management concepts
- Apply critical thinking skills to make decisions and apply problem solving techniques
- Identify key issues and document assumptions as a foundation for recommendations
- Evaluate, prioritize, interpret, and communicate analysis of data
- Allocate time, money, materials, space, and staff
- Analyze short- and long-term financial impacts of recommendations
- Perform a SWOT analysis
- Organize ideas and communicate orally in group presentation

Contest Specifications for this Event

- At the state and national levels, teams will be given an additional element to the original scenario to address during the presentation. These added elements are specific to the level of competition and are not connected to or carried over from previous competitions.
- Cell phones may *not* be used in the preparation room.
- No advisor contact will be allowed between the time of receiving the additional element and the delivery.
- The team is responsible for securing a signed BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including oneself, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

This event is sponsored by:



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Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed the Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Delivery & Engagement	Team rarely maintains eye contact, uses minimal gestures and body language, or has significant inconsistencies in tone and pace.	Team occasionally breaks eye contact, uses limited gestures and body language, or has some inconsistencies in tone and pace.	Team maintains good eye contact, uses appropriate gestures and body language, and varies their tone and pace adequately.	/15
*Inclusion of On-Site Information	Did not incorporate additional information or made minimal adjustments.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/15
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-24 points	Above Expectations 25-35 points	Points Awarded
Content Knowledge	Presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	Presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	Presentation demonstrates a good understanding of the topic and includes relevant and accurate information.	/35
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Organization, Design & Structure	Presentation lacks coherence, and it is unclear how each team member's role contributes to the presentation. Transitions between speakers and/or points are awkward or absent.	Presentation content has some gaps, and it is not always clear how each team member's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team member's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/10
Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/10
Team Members	At least two original team members were present during the presentation.			/5
Timing & Documentation	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than ten (10) minutes. One (1) copy of the Works Cited and BPA Release Form(s) for each round of the event (preliminary and final) was submitted.			/10
TOTAL PRESENTATION POINTS				/100

Props and/or additional items shall not be used as a basis for scoring.

*If there is no additional element, do not score this criterion.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES