

## CASE STUDY CHALLENGE

### COMPANY BACKGROUND

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You and your business partner (JUDGE) started OVER THE TOP, a yard card company, in your local town to help people celebrate all occasions. While you primarily do Happy Birthday setups, you also have graduation, new baby, and anniversary setups, among others. Customers typically book a yard card to make their loved ones feel special, so your customers want a big, creative sign that makes the recipient the center of attention. A boring sign doesn't get you excited, but an OVER THE TOP sign, does!

You have been happy with your sales recently but have noticed that you only have 12% of your customers from the previous year re-book their next birthday celebration with you, meaning you must constantly work to acquire new customers.

As a Limited Liability Partnership, you and your business partner have divided the responsibilities in which you lead operations and logistics, and your business partner (JUDGE) has a limited role, primarily providing financial support and serving as a sounding board. You and your business partner have an 80/20 split, with you having the majority, but you still seek their guidance and approval as you work to improve the business.

Over the years, you have firmly identified that your business target market is parents, primarily mothers, of young children. A recent review of your order data has provided the following information:

- Customer/Point of Contact: Female (92%) / Male (8%)
- Celebrations: Happy Birthday (82%), Graduation (6%), Welcome Baby/Gender Reveals (4%), Happy Anniversary (3%), School Events (3%), Custom Message/Other (2%)
- Most Frequent Ages for Birthday Celebrations: 1, 2, 5, 6, 8, 10, 13, 16, 18, 21, 40, 50
  - The three most common ages are 5, 16, and 10, in that order

You and your business partner (JUDGE) have frequent video conference calls to discuss your business and you intended to discuss some of the main goals you are working on to help grow your business on your next few calls.

Once you have thought through one of the main goals, you will schedule your next video call. Your main goals are:

- Finance - Financial Analysis
- Marketing - Product/Service Management
- Hospitality - Promotion
- Management - Customer Relations

**YOU MAY PARTICIPATE IN ALL 4 CHALLENGES, OR PICK THE ONE(S) YOU'D LIKE TO PARTICIPATE IN. ALL CASES ARE DUE ON MONDAY, OCTOBER 31, 2022 BY 11:59 PM CT.**



## CASE STUDY CHALLENGE GUIDELINES

DECA's Competitive Events Program is an opportunity for students to apply their learning to real-world situations, a way for members to explore potential career interests, and a chance to further develop their resume. Texas DECA is excited to continue the Case Study Challenge, a series of 4 individual case study competitions that are in addition to our traditional district, state, and international conference events.

**All case scenarios will be released on Monday, September 12, 2022 and will be due by Monday, October 31, 2022 at 11:59 PM CT.** (all times listed are in central time)

The Case Study Challenge is open to high school students of any Texas DECA chapter. If a student earns a top place, they must be a registered member in the membership system by November 15, 2021 and paid by the end of the academic year to receive their award.

### RECOGNITIONS

For each Case Study Challenge, Texas DECA will recognize the Top Ten winners. The recognitions will be announced on social media following the judging of that event and prizes being awarded are as follows:

- Top Ten - LinkedIn Digital Badge
  - Top Three - Certificate and LinkedIn Digital Badge
  - 1st Place - \$500 Scholarship\*, Custom Plaque, Certificate and LinkedIn Digital Badge
- \*Scholarships are paid directly to the college/university/institution that the student chooses to attend for the first Fall semester they are enrolled. If a current high school freshman, sophomore, or junior wins, the scholarship will be held until they enroll at a post-secondary institution.

To receive the earned prize, students must be a registered member in the membership system by November 15, 2022 and paid by the end of the academic year.

### GUIDELINES FOR RECORDING YOUR SUBMISSION

- All solutions must be recorded in one simultaneous presentation. Videos can be recorded using any device or through a virtual meeting platform.
- All videos must be less than 5 minutes in total length.
- Students must be dressed in business professional attire for the presentation. DECA blazers are encouraged, but not required.
- Only the student presenting and competing may be included in the presentation.
- No editing or visual effects/transitions may be included.
- A student may elect to utilize a PowerPoint or slide deck during their presentation. To achieve this, students may elect to record their solution using a video-conferencing platform with the slides appearing as part of their presentation. The student must always be visible.
  - Example platforms include: Zoom, Microsoft Teams, FlipGrid, Google Meet, GoToMeeting, etc.
- If this recording is conducted at home, it must be done in a gathering area such as a living room, dining room, or den. **If the video is recorded in a bedroom or bathroom it will be immediately disqualified without notice/notification.**
  - It is important to consider your background. Make sure items are neat and presentable. Consider this your office, or the location setting listed in the Case Study Challenge.

### SUBMISSION

- You will make your submission at [www.texasdeca.org/casestudychallenge](http://www.texasdeca.org/casestudychallenge).
- You will need to upload your video to either youtube.com or vimeo.com and set the settings to Unlisted. Video links from any other site will not be evaluated. Vimeo can not be set to unlisted using a personal account. For instructions and tips on uploading your video visit [www.texasdeca.org/casestudychallenge](http://www.texasdeca.org/casestudychallenge).
- You will submit the URL for the video which will be screened to ensure the criteria is met prior to sending to the judge for evaluation.
- All submissions are DUE by Monday, October 31, 2022 at 11:59 pm CT.

## CASE STUDY CHALLENGE *MARKETING*

### EVENT SITUATION

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#### MARKETING CHALLENGE: Product Extension

Your Role: Co-owner of OVER THE TOP

Judge Role: Your Business Partner

Your pricing was last changed in June 2021, but you have continued to add new products to stay current with trends and interests. Since most of your inventory is paid off, your main expenses for a yard card include gas, time, and some overhead items like stakes, zip ties, and tape.

#### Current Pricing and Offerings

DESCRIPTION	YOUR COMPANY
Standard Happy Birthday Message	\$85
Standard Graduation Message	\$85
Custom Message	\$85+
Extra Day	\$25
Extra Flair	\$15
3-Tier Upgrade	\$45
Spotlights	\$10

Roughly 25% of your customers have an upgrade of some sort on their invoice. The most frequent are extra days, extra flair, upgrading to a 3-tier sign, and spotlights. Product extensions are critical to increasing your sales as you can turn a \$85 sale into a \$125 sale rather quickly.

Identify two additional product extensions that you could offer to customers to help increase your revenue per customer, and detail what you would charge for that product/service. These should be items designed to enhance the celebration and can either be added to the yard card setup or a tangible item designed to be left behind.

#### Performance Indicators:

- Explain the nature of product extension in service marketing (PM:082) (SP)
- Explain the concept of product mix (PM:003)(SP)
- Describe the nature of product bundling (PM:041)(SP)
- Generate product ideas (PM:128)(SP)

**ALL CASE STUDY CHALLENGES DUE MONDAY, OCTOBER 31, 2022 BY 11:59 PM CT**

**CASE STUDY CHALLENGE**  
*MARKETING*

**JUDGE'S EVALUATION FORM**

DID THE PARTICIPANT:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Explain the nature of product extension in services marketing?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Explain the concept of product mix?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Describe the nature of product bundling?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Generate product ideas?	0-1-2-3-4-5	6-7-8 9-10	11-12-13-14	15-16-17-18	
5.	Reason Effectively and use Systems Thinking?	0-1	2-3	4-5	6-7	
6.	Communicate Clearly?	0-1	2-3	4-5	6-7	
7.	Show Evidence of Creativity?	0-1	2-3	4-5	6-7	
8.	Overall Impression and Solution to the Prompt	0-1	2-3	4-5	6-7	
<b>TOTAL SCORE</b>						