

**ARE YOU READY?**



**CALIFORNIA  
DECA®**

**FACE THE FUTURE**

# GUIDING PRINCIPLES

DECA PREPARES THE NEXT GENERATION TO BE

ACADEMICALLY  
PREPARED

COMMUNITY  
ORIENTED

PROFESSIONALLY  
RESPONSIBLE

EXPERIENCED  
LEADERS

# MISSION STATEMENT

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.





**Have fun learning business theory & practice.**

**Develop your oral and written communication skills in real world scenarios.**

**Maximize future employment and internship prospects.**



**BECOME COLLEGE & CAREER READY**





# COMPETITIONS

**SERVING A WIDE ARRAY OF INTERESTS**

**COMMIT A LITTLE TIME OR A LOT**

**Let's Start With A Little & Work Toward A Lot.**

<http://www.deca.org/competitions/2/>



## VIRTUAL BUSINESS CHALLENGE 2014

DECA  
MAKE IT  
COUNT

**VBC Personal Finance**  
**VBC Retail**

**VBC Restaurant**  
**VBC Sports**

*Sponsored by*



**Knowledge  
Matters, Inc.**



### PURPOSE

Participants in the DECA Virtual Business Challenge (VBC) operate a computerized business simulation utilizing a competition version of the Virtual Business software. The VBC qualifying rounds are conducted via the Internet, where participants post competition scores for chartered association, regional and overall rankings.



# ON-LINE COMPUTER BUSINESS SIMULATIONS

<http://www.deca.org/competitions/2/>



**Work in teams of 1 – 3.**

**Very flexible. Compete at school or at home. Invest as little as one-two hours per week. (more if you are set on winning)**

**Have fun learning finance, marketing and business theory and practice in real world applications on-line.**

**Competition is divided into two one-month long events, one in November and the other in January.**

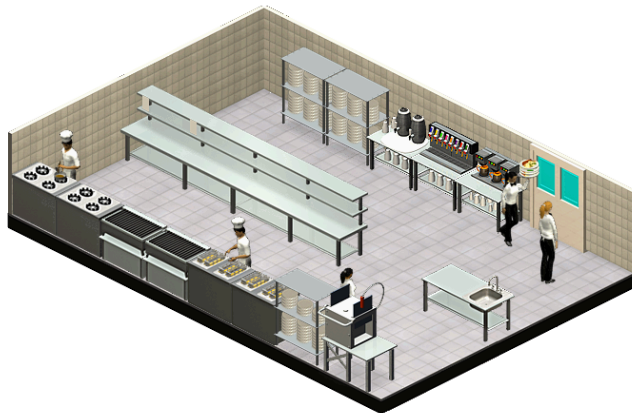
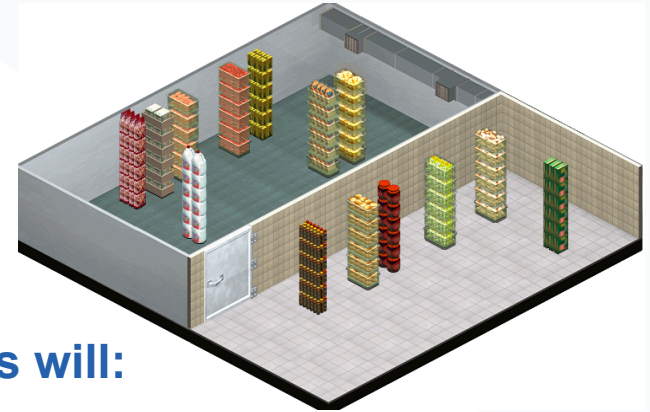
# **ON-LINE BUSINESS SIMULATIONS**



## Become A Restaurateur

In the VBC Restaurant (VBCRS) track, participants will:

- ✓ Manage location selection, menu design, pricing, staffing, design of the kitchen and dining areas, advertising strategies and purchasing for their own restaurant, and
- ✓ Synthesize information on customer preferences, employee behavior, and market forces in making strategic management decisions for their restaurant to optimize profit.







## Grow A Retail Business

In the VBC Retailing (VBCRT) track, participant

- ✓ Manage store location, pricing, staffing, purchasing, multi-media marketing, and promotion for own convenience store, and
- ✓ Synthesize information on consumer demographics, employee behavior, financial statements and market forces in making strategic management decisions that optimize profit for their store.



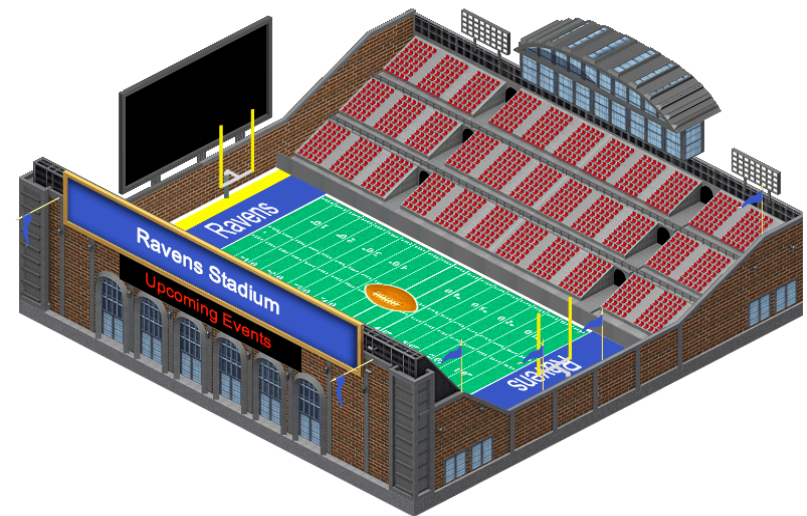




## Run A Sports & Entertainment Franchise

In the VBC Sports (VBCSP) track, participants will:

- ✓ Manage ticket pricing, stadium staffing, concession sales, parking income, scheduling, multi-media promotion, sponsorships, player management and band selection for their own football franchise, and
- ✓ Synthesize market research, social media, logistical analyses, and financial statements to make strategic management decisions for their franchise to maximize profits.





## Make Yourself Financially Literate

In the VBC Personal Finance (VBCPF) track, participants will:

- ✓ Manage bank accounts, credit and debit cards, bills, credit scores, taxes, insurance and an investment portfolio, and
- ✓ Synthesize information on market forces, budget constraints and their personal financial needs to make strategic financial decisions where net worth is optimized.





## Manage Your Own Stock Portfolio

During the course of the Stock Market Game, participants will:

- ✓ Develop investment strategies based on expectations of growth, diversification and stability, and
- ✓
- ✓ Perform financial research and analysis to avoid the pitfalls of market decline, mergers and overextension

### STOCK MARKET GAME 2014

DECA  
MAKE IT  
COUNT

#### PURPOSE

Participants in the SIFMA Foundation Stock Market Game develop and manage an investment portfolio. The Stock Market Game is conducted via the Internet and allows DECA members to test their knowledge and skills against other DECA members in an online competition. Each participating team manages all aspects of the portfolio including stock selection, buying and selling. The goal of the competition is to increase the value of the beginning portfolio.

During the course of the Stock Market Game, participants will

- develop investment strategies based on expectations of growth, diversification and stability
- attempt to avoid the pitfalls of market decline, mergers and overextension





**DECA  
IDEA  
Challenge 2013**  
A featured event of Global Entrepreneurship Week

## FIDM

**PURPOSE**  
Participants in the Fashion Institute of Design & Merchandising (FIDM) Challenge will translate a seasonal fashion trend into a "look" depicting the researched fashion forecast.

**PROCEDURE**  
First, participants in the FIDM Challenge will forecast a fashion trend for **Back to School 2014**.  
Second, participants will put together an outfit you would wear to school depicting this up and coming trend. The cost of materials in updating or creating "the look" should not exceed \$20. All wearable materials may be used and does not have to be gender specific.  
Third, participants must explain why, based on their research, they believe in their trend forecast.



<http://www.deca.org/competitions/2/>

# VIDEO COMPETITIONS IN MARKETING & ENTREPRENEURSHIP



**Usually work in teams of 1 – 5.**

**Compete at school or at home in short periods of time (usually one-two weeks).**

**Invest five to ten hours. (depends on the group)**

**Video competitions are spread out throughout the school year.**

<http://www.deca.org/competitions/2/>

# **VIDEO COMPETITION IN MARKETING & ENTREPRENEURSHIP**





**PURPOSE**

Participants in the Fashion Institute of Design & Merchandising (FIDM) Challenge will translate a seasonal fashion trend into a "look" depicting the researched fashion forecast.

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Third, participants must explain why, based on their research, they believe in their trend forecast.

## Design & Market The New "Look"

Participants will translate a seasonal fashion trend into a "look" depicting the researched fashion forecast.

- ✓ Forecast a fashion trend for Back to School 2014
- ✓ Create the "look" given your market research and within a budget of \$20
- ✓ Justify your selection in a video presentation not to exceed five minutes.

<http://www.deca.org/events/fidmchallenge/>



## Idea Challenge

Participants will innovate a new product from a common everyday item.

- ✓ Research and design their innovative new product.
- ✓ Prepare a three-minute video with instructions on how to produce and market their innovative product.
- ✓ The links below shows of this winning entries.

[Flame](#) – [Handa Pictures](#) [Imagine Paradise](#)

[PhotoCan](#) [WIS Eco Pot](#)



## Finish Line Challenge

Participants critique Finish Line's social media and web strategy known as "Omni-Channel Retail".

- ✓ Research customer perception, acceptance and satisfaction with Omni-Channel Retail.
- ✓ Report their research methodology and findings, and recommend improvements to Omni-Channel Retail in a ten-minute video presentation.
- ✓ Top three teams nationally are flown to the corporate headquarters to present their findings in person to the executive management.



The Future of Shopping

<http://www.deca.org/events/finishlinechallenge/>



A High Profile Part Of DECA But Only A Part

# COMPETITIVE EVENTS





**Compete individually, pairs, or in teams of 3-4.**

**Requires travel to host city. Usually Anaheim hosts district and state conferences. Stay two to three nights depending on the competition.**

**Delve more deeply into finance, marketing and business theory and practice in real world applications .**

**Preparation will be spread over months. Time will depend on the person and competition, but will generally be more in total than on-line and video events.**

## **CONFERENCE COMPETITIONS**



# CATEGORIES OF COMPETITIVE EVENTS

## Role-Play Events

- Principles of Business Administration Events
- Team Decision Making Events
- Individual Series Events

**100 Question Multiple Choice Test & Role Play**

## Written Events

- Business Operations Research Events
- Chapter Team Events
- Business Management and Entrepreneurship Events
- Marketing Representative Events
- Professional Selling Events

**Written Report & Oral Presentation**

## Online Events

- H&R Block Dollars and Sense Challenge
- Stock Market Game
- Virtual Business Challenge - Restaurant
- Virtual Business Challenge - Retailing
- Virtual Business Challenge - Sports

**Winners Recognized @ National Conference**



**ARE YOU READY TO  
JOIN GHCHS DECA?**



**FACE THE FUTURE**

**Thank You For Coming!**