



Apprentice Challenge Organizational Meeting Agenda December 14, 2006

I

II Introductions

- A. Apprentice Challenge sub-committee
- B. Apprentice Challenge

III Marketing Basics/Marketing Plan

IV Scoring Rubric

V Contest Timeline

- A. Start of Contest: 1st day of 3rd marking period in 2006-2007 school year
- B. Written Marketing Plan Due at Chamber office before 5:00 pm March 8, 2007 (5 copies)
- C. Construction of Displays - March 13th and 14th at the (Lebanon Valley Mall or other venue)
- D. Judging of Displays – March 15
- E. Students must be present to give a brief oral presentation and answer questions from judges. It will be judged and should not be a recitation of the written business plan.

VI Consultants

- A. Business leaders in the Marketing Field
- B. LVCC Staff & Members
- C. Names and contact information will be provided at a later date

VII Incidentals –

- A. Each team will be allowed reimbursement with Apprentice Challenge funds up to a maximum of \$100.00 per team (receipts documentation required)
- B. Consider taking research out of rubric
- C. Section on LV Website to answer questions and post materials
- D. Produce professional video of oral judging
- E. AC committee member will visit each and check in with them during course of contest
- F. Judging earlier in day; get dignitary to present award, have BAH during awards, put congrats on Mall Marquee

- G. Promote Business Education REWARDS!!!
- H. Best in Show - Winning Team - attends LVCC Small Business Awards Luncheon
- I. Every Team - Positive Recognition of Participation
- J. Apprentice Challenge All-Stars - Outstanding Performer as determined by team advisors
 - 1. Recognition as Apprentice Challenge All-Star
 - 2. Apprenticeship or Award (to be determined)

Apprentice Challenge

2006 Judging Rubric

School: _____

Judge: _____

Scoring:	Exemplary (10-9-8-7)	Good (6-5-4)	Adequate (3-2-1)	Points
Marketing Plan - Written	Reasoning for promotional piece is exceptional. Plan shows solid grasp of marketing concepts as they apply to this project. Marketing mix included and well described. Plan closely connected to research.	Plan includes most of the basic elements. Group showed some knowledge of marketing as it applies to this project. Most marketing mix items included in plan.	Plan missing key components. Group failed to tie all components together. Marketing mix not very well covered.	
Marketing Plan - Oral Presentation	Briefly & clearly described the target market. Polished presentation. Understand and address the motivations and concerns of the target market. Clearly reflects the marketing plan. BOTTOM LINE: Sold the target audience (judges) on the product/service	Described the target audience. Good presentation. Understand and address most of the motivations and concerns of the target market. Generally reflects the marketing plan. BOTTOM LINE: The target audience (judges) will consider purchasing the product/service	Unclear description of the target audience. Fair presentation. Understand and address some of the motivations and concerns of the target market. Loosely reflects the marketing plan. BOTTOM LINE: The target audience (judges) will not purchase the product/service	
Research & Documentation	Extensive research conducted. All aspects of this project, including subtle inferences, set them apart from the rest. Research done supports promotional piece. Paperwork organized extremely well.	Some basic research and documentation done. Research generally supports display, but lacks depth and breadth. Some organization evident. Most aspects of project reasonably documented.	Group made an attempt at researching the market, product and company. Group barely scratched the surface. Research and final product loosely connected. Documentation very sketchy and not well organized.	
Promotional Piece	Exceptional product. Elements of the piece are extremely well chosen and positioned. Focal point clear as is message conveyed to targeted market. Great use of resources in creativity.	Most important elements of promotional piece present but lacking organization. Focal point unclear. Some planning evident. Creativity lacking as display is merely adequate.	Promotional piece lacks cohesiveness. Main message does not jive with the market targeted.	

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Marketing Basics

To succeed, entrepreneurs must attract and retain a growing base of satisfied customers. Marketing programs, though widely varied, are all aimed at convincing people to try out or keep using particular products or services. Business owners should carefully plan their marketing strategies and performance to keep their market presence strong.

What is Marketing?

Marketing is based on the importance of customers to a business and has two important principles:

1. All company policies and activities should be directed toward satisfying customer needs.
2. Profitable sales volume is more important than maximum sales volume

To best use these principles, a small business should:

- Determine the needs of their customers through market research (www.sba.gov/starting_business/marketing/research.html)
- Analyze their competitive advantages to develop a market strategy (www.sba.gov/library/pubs/ed-2.doc)
- Select specific markets to serve by target marketing (www.sba.gov/starting_business/marketing/target.html)
- Determine how to satisfy customer needs by identifying market mix

Marketing Plan Outline

- I. Develop Your Promotional Objective
 - a. Advertise your message
 - b. Create product awareness
 - c. Motivate and increase sales

- II. Define Your Business
 - a. Your product or service
 - b. Geographic marketing area – local, regional or national
 - c. Your competition
 - d. How you differ from the competition – uniqueness
 - e. Your pricing structures
 - f. Marketing displays

- III. Define Your Customers
 - a. Current customer base: age, sex, income, neighborhood, ethnicity, etc.
 - b. How did they learn about your company: ads, direct mail, phone book, etc.
 - c. Patterns/habits of current and potential customers: what do they see, read watch and listen to?
 - d. What do your customers value most: selection, customer service, reliability, affordability, availability?
 - e. What do your customers like least about the product/service, and can you accommodate them better?
 - f. Prospective customers your are not currently reaching – how do you change that?

- IV. Define Your Plan and Budget
 - a. Projected cost compared to sales
 - b. Projected cost per customer
 - c. Possible future marketing methods to attract new customers
 - d. Percentage of profits to allocate to marketing
 - e. Test marketing ideas
 - f. Position – what do you want the customer to think about your product/service?
 - g. Methods for measuring the results of your marketing campaign