



Event: Fashion Marketing

Select a morning TV show and market a clothing line on the program

Participants: One team consisting of 1 or 2 members from each school district

Task: Prepare a 2 – 3 page paper and a 5-minute presentation. Upon conclusion of the presentation, judges will have 3 minutes of questioning time. Presentation materials must be limited to one science fair style presentation board, one sheet of poster board, or a few pages in a 8 1/2 x 11 report cover.

The following demographics were released January 5, 2003.

	Women 18-49	Women 25-54
<i>Today</i>	3.4	4.2
<i>Today Third Hour</i>	1.9	2.4
<i>Good Morning America</i>	1.7	2.2
<i>The View</i>	1.5	1.7
<i>The Early Show</i>	1.2	1.3

You have 10 minutes on one of the above morning shows to market a select piece of clothing or a line of clothing.

Your store is unique in that it offers a several varied clothing lines, in one showroom you offer prom attire, in another showroom you offer maternity clothing, and in the third showroom you offer swimwear. Hence the 3 Ps = Prom/ Pregnant/Pool

The name of your store is P3. You have been experiencing great success but would like to expand your form of distribution to include Internet sales. You have recently opened up a website with e-commerce capability called www.P3.com. You have decided to market one line or item to a national audience to generate interest in your website and determine if this is a profitable distribution decision.

Based on the demographics perform the following:

Select a morning show. Defend your decision.

Who is your target market?

Select a line of clothing or a single item. Defend your decision.

How will you best utilize you 10 minutes on the show?

How will you present the clothing?



Event: Advertising and Graphic Design

Create part of an advertising campaign

Participants: One team consisting of 1 or 2 members from each school district

Task: You are working for an advertising firm that has just landed a big contract. YOU have been selected to handle the campaign for one of the client's products. To accomplish this task you can choose print, radio, television, or multimedia. Find information you think would best promote the product.

You must make a 5-minute presentation. Upon conclusion of the presentation, judges will have 3 minutes of questioning time.

Presentation materials must be limited the following:

A science fair style presentation board, poster board, pages in an 8 1/2 x 11 report cover, a laptop with a web page, or a video for a TV commercial. All work must be the students own no outsourcing will be permitted.

CLIENT: K2

K2 is a diversified sporting goods supplier offering snowboards, inline skates, bicycle backpacks clothing and accessories.

Be sure to include the following:

- Develop a slogan
- Create excitement about the product/ service
- Maintain consistency with the company's image
- Effectively market the product/service to your target market.



Event: Hospitality services

Participants: One team consisting of 1 or 2 members from each school district

Task: You are working for a very prestigious Hotel and there have been recent accusations of employee theft. Two clients have had their laptop computers stolen and one client a digital camera.

Prepare a 2 – 3 page paper and a 5-minute presentation. Upon conclusion of the presentation, judges will have 3 minutes of questioning time. Presentation materials must be limited to one science fair style presentation board, one sheet of poster board, of a few pages in an 8 1/2 x 11 report cover.

Include the Following:

- How will you address the problem
- What role should management play in the circumstances
- Should the guests be reimbursed or compensated
- Should you contact the police
- How will you prevent a loss of clients considering that your hotel depends heavily on repeat business
- Perform research on hotel liability laws/legislation

Hotel Information:

The Waldorf Astoria combines luxurious elegance with a wealth of amenities and services. This 42-story art deco hotel, located in mid-town Manhattan, beckons New Yorkers and tourists alike. Each of the hotel's 1245 guestrooms is individually decorated to echo the sophisticated tastes of the hotel's clientele. The hotel offers a wide variety of accommodations, from spacious single rooms to grand multi-bedroom suites with superb views. The hotel is conveniently located on Park Avenue. The hotel is within walking distance of many of New York's most popular attractions including Times Square, Rockefeller Center and the theatre district. In addition, The Waldorf is home to some of the world's most luxurious and elegant boutiques. The hotel is one of New York's most diverse dining destinations with two lounges, four restaurants, and three bars. Travelers return again to The Waldorf=Astoria for timeless elegance, luxurious comfort, and classic sophistication.



Event: Entrepreneurship

Participants: One team consisting of 1 or 2 members from each school district

Task: - Select a small town anywhere in the world to place your new business.
Provide a map and demographic information of the town

Prepare a 2 – 3 page paper and a 5-minute presentation. Upon conclusion of the presentation, judges will have 3 minutes of questioning time. Presentation materials must be limited to one science fair style presentation board, one sheet of poster board, of a few pages in an 8 1/2 x 11 report cover.

Include the Following:

- Type of business to be created
- Why such a business fits into the community
- The target market of the business
- Competition for the business (direct and indirect)
- What the business will provide the community
- Any other relevant information



Event: E-Commerce

Participants: One team consisting of 1 or 2 members from each school district

Task: - Create a new store on Amazon.com

Prepare a 2 – 3 page paper and a 5-minute presentation. Upon conclusion of the presentation, judges will have 3 minutes of questioning time. Presentation materials must be limited to one science fair style presentation board, one sheet of poster board, of a few pages in an 8 1/2 x 11 report cover.

Include the Following:

- How this store will attract new customers to Amazon.com
- How this store will appeal to existing customers
- What product/Service will this store provide
- How will this new store be promoted (both on Amazon.com and through outside media)
- Why will this store be successful when so many Dot.Com companies recently went bankrupt

Company Information:

Amazon.com opened its virtual doors in July 1995 with a mission to use the Internet to transform book buying into the fastest, easiest, and most enjoyable shopping experience possible. Today, Amazon.com is the place to find and discover anything you want to buy online. Millions of people in more than 220 countries have made it the leading online shopping site. They have Earth's Biggest Selection™ of products, including free electronic greeting cards, online auctions, and millions of books, CDs, videos, DVDs, toys and games, electronics, kitchenware, computers and more.

When you visit Amazon.com, you can:

- Search for books, music, videos, and more--in a snap.
- Browse virtual aisles in hundreds of product categories--everything from audiobooks, jazz, and video documentaries to coins and stamps up for auction.
- Get instant personalized recommendations based on your prior purchases the moment you log on.
- Explore the world and hundreds of thousands of additional items on international sites: Amazon.ca, Amazon.de, Amazon.co.jp, Amazon.co.uk, and Amazon.fr.



Event: Sports Marketing

Participants: One team consisting of 1 or 2 members from each school district

Task: - Create a presentation to be given to the Owner of the New York Islanders. This franchise has been experiencing falling revenues and a decrease in customer interest. It is your responsibility to create a plan that will start to reverse the current trends.

Prepare a 2 – 3 page paper and a 5-minute presentation. Upon conclusion of the presentation, judges will have 3 minutes of questioning time. Presentation materials must be limited to one science fair style presentation board, one sheet of poster board, of a few pages in an 8 1/2 x 11 report cover.

Include the Following:

- How will you attract more people attending the events
- How will promote the team
- How will you promote team merchandise
- How will you change the venue
- What will you do to make attending games more exciting in spite of the teams record

Islander Franchise History:

The arrival of NHL-caliber hockey in 1972 with the advent of the Islanders essentially put Long Island on the national map. The Islanders began their amazing rise to supremacy in 1975 with upset playoff wins against the rival Rangers and Penguins. The Islanders went on to win four successive Stanley Cups from 1980 to 1983 placing them as one of the greatest dynasties in hockey history. However, despite a successful playoff run in 1993, the team struggled in the latter part of the 1980s and throughout the 1990s. In recent years, financial problems and ownership turmoil have plagued the team, its fans, and the Long Island community.

The Islanders were recently purchased by Charles Wang and Sanjay Kumar of Computer Associates. The new ownership has promised to provide a strong infusion of cash into the franchise. In prior years, financial problems have forced ownership to reduce operating budgets and dump high-priced talented players. These financial restrictions have decimated the hockey talent and depth within the organization.

Despite the recent influx of cash by the new ownership, several financial problems remain including the lack of a state-of-the-art arena and poor attendance.

The lack of an attractive arena, with amenities comparable to other NHL arenas, has certainly not helped the poor attendance situation. However, the most significant reason for the decline in attendance has been the string of unsuccessful seasons and poor play exhibited by the Islanders in recent years. When the Islanders were winning Stanley Cups in the early 1980s, practically every game was a sell-out and most of the arena was occupied by season ticket holders. Attendance should improve as the current group of young and talented Islanders become more competitive in the league.



Event: Information Technology

Participants: One team consisting of 1 or 2 members from each school district

Task: - Currently, airlines prohibit the use of cellular phones in-flight and there is no current method of Internet communication available to business passengers in-flight. Explore the possibilities of airlines introducing in-flight Internet access for the typical business traveler. Create a presentation to be given to the Commissioner of the Federal Aviation Administration pertaining to groundbreaking in-flight Information Technology.

Prepare a 2 – 3 page paper and a 5-minute presentation. Upon conclusion of the presentation, judges will have 3 minutes of questioning time. Presentation materials must be limited to one science fair style presentation board, one sheet of poster board, or a few pages in an 8 ½ × 11 report cover.

Include the Following:

- Cost effectiveness of in-flight Internet access to airlines that are cash strapped
- Potential rules and regulations
- How will airlines enforce rules and regulations
- How will in-flight passengers and the airline industry be affected by new and upcoming Information Technology
- The target market for such products/services



Young Professionals Chamber of Commerce
Business Competition
<http://www.ypchamber.com>

Event: Video Commercial

Participants: Two entries from each school district

Task: - Create a 60-second video commercial promoting the importance of joining a network system such as the Huntington Township Chamber of Commerce. Emphasis services offered, advantages from a business perspective, and the social aspects. Access the Chamber's web-site for important information. <http://www.huntingtonchamber.com/>



Event: Job Interview

Bring a one-page resume and be prepared to complete a job application. Dress in proper business attire and bring a pen

Participants: Two entries from each school district

Task: Interview for the following position:

Help Wanted: In-Store Customer Service Associate

Job Location: Huntington Fake Bank of Long Island
555 Route 110
Huntington Station, NY 11746

Start Date: Immediate **Job Type:** All year/Part-time

Job Category: Customer Service

Job Overview: In-Store Banking Centers are part of the booming retail banking industry. This position will be located in the Huntington Fake Bank of Long Island. The In-Store Customer Service Associate (or In-Store CSA) will be required in retain existing customers and facilitate in growing our business. Actual job responsibilities of an In-Store CSA include:

- Serving customers with courtesy, speed and accuracy when completing transactions such as accepting deposits, cashing checks, and accepting payments.
- Maintaining customer relationships by completing customer account maintenance requests.
- Conducting research in order to provide solutions to a problem.
- Establishing and further developing customer relationships by opening new accounts and loans, conducting customer profiles, teleconsulting, and prospecting for new business.

Job Requirements: 18+

Other Requirements: Limited or no collection experience. Effective verbal and written communication skills, mathematical and general business knowledge. Other skills are accuracy, speed, reliability, initiative, and flexibility.

Hours Per Week: Varies **Wage:** \$10.50

Days Required To Work: Varies



Event: Job Interview – Special Needs

Bring a one-page resume and be prepared to complete a job application. Dress in proper business attire and bring a pen

Participants: Two entries from each school district

Task: Interview for the following position:

Help Wanted: Stocker

Party City - 668 - 610 Broad Hollow Road (Rte 110)
Melville, NY, 11747

Start Date: Immediate

Job Type: All year/Part-time

Job Category: Retail

Job Overview: Qualified candidate should be neat in appearance and customer service oriented. Will be responsible for stocking as well as performing various other tasks.

Job Requirements: 16+

Other Requirements:

Hours Per Week: 15-30

Wage: Competitive

Days Required To Work: Varies

Benefits

Other : Great Work Environment!

Employee Discount!



Event: Sports Management

Participants: One team consisting of 1 to 2 members from each school district.

Task: - Create a presentation to be given to the Commissioner of Major League Baseball, Bud Selig. A tentative labor contract between baseball players and owners was reached at the end of the 2002 season that averted a strike. Despite this tentative agreement, MLB may face continuous problems such as competitive imbalance, steroid use, and contraction. It is your responsibility to revise and make changes to this existing tentative contract that will solve such labor-management problems within Major League Baseball.

Prepare a 2 – 3 page paper and a 5-minute presentation. Upon conclusion of the presentation, judges will have 3 minutes of questioning time. Presentation materials must be limited to one science fair style presentation board, one sheet of poster board, or a few pages in an 8 ½ × 11 report cover.

Include the Following:

- What is your opinion of the current tentative agreement – strengths/weaknesses
- How will you address the issue of Competitive Balance
- What will be your Luxury Tax projections
- What will be your plan for Revenue Sharing
- What is your position concerning Contraction
- Any other relevant labor – management issues you would like to address

Highlights of MLB's tentative agreement between players and owners:

The tentative agreement starts with the 2002 season and runs through Dec. 19, 2006.

Contraction – Teams may not be eliminated through the 2006 season. The clubs may elect to eliminate two teams for the 2007 season, but must notify players by July 1, 2006.

Drug Testing – All players will be randomly tested for illegal steroids in 2003 as a survey. If 5 percent or more test positive in any survey year, mandatory random testing for illegal steroids shall take place during the following two years.

Revenue Sharing – Each team contributes 34 percent of its net local revenue, after deductions for ballpark expenses, to a pool that is redistributed equally to all teams.

Luxury Tax – Teams whose payrolls exceed set thresholds will be taxed on the portions above the thresholds, with the money to be used for player benefits.



Event: Real Estate

Participants: One team consisting of 1 or 2 members from each school district

Task: - Select an area on Long Island to plan and market a housing development. Include a map of the area and demographic information.

Prepare a 2 – 3 page paper and a 5-minute presentation. Upon conclusion of the presentation, judges will have 3 minutes of questioning time. Presentation materials must be limited to one science fair style presentation board, one sheet of poster board, of a few pages in an 8 1/2 x 11 report cover.

Include the Following:

- Rationale for area selection
- Type(s) of housing in the development
- Housing for rent, sale, or both
- What type of clients are you trying to attract
- How will you attract these clients
- How does your development fit into the area
- Any other relevant information