Arkansas CTE

Business and Marketing Technology: Small Business Operations

Demonstrate understanding of the skills and traits necessary to be a successful business owner. 1.2	**2** Discuss and explain how entrepreneurial characteristics, traits, and behaviors factor into the success of the organization as a whole when the employees as well as owners exhibit them. 1.2.2
	3 Evaluate and discuss self-employment skills required to be an entrepreneur. 1.2.3
	6 Demonstrate effective problem-solving and conflict-resolution skills through a variety of activities and role-play scenarios. 1.2.6
Organize the student based enterprise (SBE). 2.2	**1** Develop and update an organizational chart for the SBE. 2.2.1
	2 Create and update a student-based enterprise employee handbook outlining procedures. 2.2.2
Create a structured onboarding process for employees that include a training component for employees. 2.3	**2** Conduct product knowledge training. 2.3.2
	3 Cultivate the right environment for the school based enterprise. 2.3.3
	4 Establish and hold special employee events and procedures. 2.3.4
List and classify procedures used in a business. 3.1	**2** Outline the need for operations related to the student based enterprise. 3.1.2
Practice following instructions for use of equipment, tools, and machinery in the student-based enterprise. 3.2	**1** Explain the importance of adherence to equipment instructions. 3.2.1
	2 Demonstrate procedures used in case of an emergency with equipment. 3.2.2
Apply and explain he reg	**1** Research district, state and federal guidelines from agencies such as ADA, EEOC, OSHA, EPA, fire and weather-related guidelines for the student-based nterprise. 3.3.1

Skip to main content

student-based enterprise. 3.3	**2** Identify methods for preventing employee and customer accidents. 3.3.2
Develop and demonstrate routine security procedures. 3.4	**1** Describe procedures for opening and closing the student-based enterprise. 3.4.1
	2 Demonstrate routine housekeeping activities in the student-based enterprise. 3.4.2
	3 Devise and analyze methods for preventing employee pilferage and shoplifting. 3.4.3
Examine the market to discover factors that could influence merchandising decisions. 4.2	**1** Recognize and categorize social/cultural/economic trends in the studentbased enterprise's market. 4.2.1
	3 Explain how technology and social media influence customers and merchandise decisions. 4.2.3
Analyze competitors' offerings through research. 4.3	**1** Effectively identify the student based enterprise's competitors. 4.3.1
	2 Evaluate competitors' products to studentbased enterprise products. 4.3.2
	3 Assess how data collected may affect the student-based enterprise's product offerings. 4.3.3
Determine price sensitivity. 4.5	**2** Evaluate the student-based enterprise's trading area and provide examples of how a product's price affects sales. 4.5.2
Profile student-based enterprise's target customer. 5.2	**1** Construct a customer profile using demographic, psychographics and geographic information. 5.2.1
	2 Describe the average customer. 5.2.2
Conduct market needs. 5.3	**2** Conduct market research to select what products to offer. 5.3.2
	3 Analyze data collected to determine the student-based enterprise's product mix. 5.3.3
Plan the merchandise/inventory assortment for the student-based enterprise. 6.2	**1** Select the mix of brands for the studentbased enterprise. 6.2.1
	2 Develop and appraise the product lines for the student-based enterprise. 6.2.2
Choose the student-ba ve	**1** Compile questions needed to select proper vendor(s) and proper nerchandise/inventory. 6.3.1

Skip to main content

	2 Survey and evaluate vendors to determine the best choice for the student-based enterprise. 6.3.2
Calculate a stock turnover for individual projects. 6.4	2 Evaluate and determine when to buy/reorder/drop items in the student-based enterprise's inventory. 6.4.2
Formulate student-based enterprise deductions. 6.5	1 Determine when and/or if merchandise should go on sale based on planning and evaluation. 6.5.1
	2 Decide if the student-based enterprise will offer discounts. 6.5.2
Choose the student-based enterprise's vendors. 6.6	6.6 Choose the student-based enterprise's vendors. 6.6
Evaluate customer's view of the studentbased enterprise as a community, price or service oriented business. 6.6.2	2 Evaluate customer's view of the studentbased enterprise as a community, price or service oriented business. 6.6.2
Describe and discuss the concept of price creation. 7.1	1 Illustrate the importance of pricing strategies related to the student-based enterprise. 7.1.1
Formulate the cost of the student-based enterprise's products. 7.2	1 Explain breakeven, ROI, markup and profit margin for the student-based enterprise's product line. 7.2.1
	2 Adjust prices to maximize profitability. 7.2.2
Describe pricing strategies for the student-based enterprise. 7.3	1 Extrapolate various pricing strategies for the student-based enterprise and implement them. 7.3.1
	2 Deduce how pricing strategies influence sales. 7.3.2
Explain the relationship between distribution and customer service. 8.2	2 Discuss how timing of orders, stock rotation and product availability affect the student-based enterprise's ability to provide quality customer service. 8.2.2
Review the receiving pr[illegible]	1 Construct and implement a procedure for the student-based enterprise to receive merchandise. 8.3.1
	Utilize stock-handling procedures to process incoming merchandise. 8.3.2

Skip to main content

	3	Evaluate the receiving process and resolve discrepancies with vendors. 8.3.3
Utilize inventory-control methods to minimize costs and meet customer demands. 8.4	1	Describe and demonstrate how to conduct inventory counts. 8.4.1
	3	Create an inventory schedule for the student-based enterprise. 8.4.3
Explain the relationship between distribution and customer service. 8.5	1	Recall and implement methods to prevent inventory shrinkage. 8.5.1
	2	Interpret how inventory shrinkage impacts the student-based enterprise's bottom line. 8.5.2
	3	Develop inventory-control systems. 8.5.3
Devise and practice promotional activities. 9.4	1	Develop and execute a special event for the student-based enterprise. 9.4.1
	2	Interpret the results of a special event on the student based enterprise. 9.4.2
Measure the success of promotional efforts. 9.6	1	Discuss challenges that occurred during the development and execution of a promotional plan. 9.6.1
Give examples of proper sales techniques related to the student-based enterprise. 10.1	1	Explain the importance of sales. 10.1.1
	2	Discover the use of technology in the selling process. 10.1.2
	3	Research business ethics used in selling. 10.1.3
Determine customer needs. 10.2	1	Develop and practice routine questions to help determine customer needs. 10.2.1
	2	Recommend ways for sales staff to assist indecisive customers. 10.2.2
Establish a relationship with the customer. 10.3	1	Develop strategies within the student-based enterprise to promote quality customer relationships. 10.3.1
Assess the significance to the student-based enterprise for tracking daily sales records. 11.2	1	Prepare registers or terminals for sales operations. 11.2.1
	2	Demonstrate techniques of open and close register/Point of Sale Terminal. 11.2.2
Explain the nature of a balance sheet. 11.4	1	Identify the major parts of a balance sheet. 11.4.1
	2	Create a balance sheet for the studentbased enterprise and explain its `ignificance. 11.4.2

Skip to main content

Describe the purpose of an income statement. 11.5	1	**Identify the major parts of an income statement/profit or loss statement.** 11.5.1
	2	**Create an income statement for the student-based enterprise and explain its significance.** 11.5.2
Explain the purpose of a cash flow statement. 11.6	1	**Identify the sections of a cash flow statement.** 11.6.1
	2	**Create a cash flow statement for the student-based enterprise and explain its significance.** 11.6.2
Demonstrate the wise use of credit. 11.7	1	**Explain credit as it pertains to your studentbased enterprise.** 11.7.1