

## CERTIFICATION FORMAT

Each online submission should include the following which may be combined into 1 file or may be 2 separate files uploaded to the submission website (may be in PDF, Word Doc, or JPEG format):

1. Certification Manual (including title page, SBE description page, table of contents, and body of report)
2. Photo of SBE

The Certification Manual should be formatted in the following sequence:

**TITLE PAGE.** The first page is the title page, and should list the following:

SCHOOL-BASED ENTERPRISE CERTIFICATION PROGRAM  
Level of Certification Desired  
Name of DECA Chapter  
Name of Chapter Advisor  
School Street Address  
City/State/Zip Code  
School Phone Number  
School Fax Number  
Advisor E-mail Address  
Date  
Food Operations or Retail Operations submission

**SBE DESCRIPTION.** The second page is a one-page description/summary of your school-based enterprise.

This page should be a general overview of your SBE and briefly address the following:

- target market
- revenue
- product mix
- location

**TABLE OF CONTENTS.** The third page is the table of contents, which must list the name of every standard and the page on which the documentation for each standard begins. The table of contents may be single-spaced and may be one or more pages long.

**BODY OF SBE CERTIFICATION DOCUMENTATION.** Use the standard being documented as the heading for each section, and use the specific performance indicators as your sub-headings. Include photos, graphs, charts and related supplemental information within each corresponding sub-section. (Supplemental documentation is optional unless otherwise indicated as mandatory within each standard.)

**BIBLIOGRAPHY.** If applicable.

## CHECKLIST STANDARDS

- The entry must be submitted by the chapter advisor online at <https://sbe.decaregistration.com>. The username and password to access the site are the same as the advisor log-on information for the DECA membership system. Step-by-step submission instructions can be found at [www.deca.org/sbe](http://www.deca.org/sbe).
- Body of report 50 pages or less.
- Include chapter name and state in footer with page numbers.
- Major content of the written entry must be double-spaced and use size 12 font. Figures and exhibits, headings, lists, sample forms, etc. may be single-spaced.
- SBE photo included (preferably uploaded to the submission site as its own file—but embedded within the manual is also acceptable.)

## STANDARD 1: FINANCIAL ANALYSIS

**GOLD LEVEL:** COMPLETE ALL

**SILVER LEVEL:** COMPLETE ANY 5

**BRONZE LEVEL:** COMPLETE ANY 4

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- **Open/Close register/terminal.**  
Example: Include daily sales sheet, if applicable, and explain its significance to your SBE. If you operate a virtual SBE/website, how do you track daily sales?
- **Demonstrate the wise use of credit.**  
Example: Discuss credit as it pertains to your SBE—did you obtain a loan to cover the initial costs of your SBE that you must pay back with interest? Do you use a school credit card to make purchases? Do you take credit cards as a form of payment?
- **Maintain financial records.**  
Example: Discuss the importance of storing, either physically or electronically, financial records for reference (daily sales reports, monthly sales reports, other examples).
- **Prepare cash flow statements and include an example.**  
Example: Include cash flow statement and explain its significance to your SBE.
- **Explain the nature of balance sheets and include an example.**  
Example: Include balance sheet and explain its significance to your SBE.
- **Describe the nature of income statements and include an example.**  
Example: Include profit and loss statement and explain its significance to your SBE.

### OPTIONAL SUPPORTING DOCUMENTS

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- Include optional photos, charts, graphs, etc. to further illustrate Financial Analysis.

## STANDARD 2: OPERATIONS

**GOLD LEVEL, SILVER LEVEL, BRONZE LEVEL:** COMPLETE ALL

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- **Follow instructions for use of equipment, tools, and machinery.**  
Example: Are instructions for equipment (food heating stations, POS systems, other examples) conveniently displayed? For virtual SBEs/websites, are there instruction manuals for employees to reference when updating the site? Explain why proper adherence to equipment instructions is important.
- **Describe health and safety regulations in business.**  
Example: Describe the health and safety regulations (federal/state/district food safety guidelines, fire escape routes, or other examples) followed by your SBE.
- **Explain routine security precautions.**  
Example: Describe measures routinely taken to ensure overall security in your SBE. (Lock up merchandise, lock door when not in use, count cash after hours, site encryption for online stores/ virtual SBEs, or other examples.)

### OPTIONAL SUPPORTING DOCUMENTS

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- Include optional photos, charts, graphs, etc. to further illustrate Operation Standards.

## STANDARD 3: MARKETING-INFORMATION MANAGEMENT

GOLD LEVEL, SILVER LEVEL, BRONZE LEVEL: COMPLETE ALL

- **Scan marketplace to identify factors that could influence merchandising decisions.**  
Example: What social/cultural/economic trends are you experiencing in the marketplace, and how have these trends affected your merchandise mix?
- **Analyze competitors' offerings.**  
Example: Do you compete with the cafeteria for business? Are there local coffee shops, websites, food stores or general merchandise stores that you consider to be competitors? How do you circumvent the issue of competitors offering identical or similar products to those offered in your SBE?
- **Assess trading area.**  
Example: Describe the reach of your SBE. Is your clientele limited to the population of your school, or does it extend to your community? Do you operate a satellite location (at home athletic games, parent events, elsewhere)?
- **Determine price sensitivity.**  
Example: Provide an example of how a product's price affects its turnover.

OPTIONAL SUPPORTING DOCUMENTS

- Include optional photos, charts, graphs, etc. to further illustrate Marketing-Information Management Standards.

## STANDARD 4: MARKET PLANNING

GOLD LEVEL, SILVER LEVEL, BRONZE LEVEL: COMPLETE ALL

- **Profile target customer.**  
Example: Create a customer profile (describe your average customer in terms of demographic, psychographic, average amount spent, other examples).
- **Determine market needs.**  
Example: Describe the market research you conduct to determine what products to carry in your store.
- **Determine customer demand for merchandise.**  
Example: How do you track sales to determine demand for certain products?

OPTIONAL SUPPORTING DOCUMENTS

- Include optional photos, charts, graphs, etc. to further illustrate Market Planning Standards.

## STANDARD 5: PRODUCT/SERVICE MANAGEMENT

GOLD LEVEL: COMPLETE ALL

SILVER LEVEL: COMPLETE ANY 4

BRONZE LEVEL: COMPLETE ANY 3

- **Identify components of a retail image.**  
Example: How do customers view your SBE? (As a community-oriented, service-oriented or price-oriented business?) What aspects of your business contribute to how customers view it?
- **Choose vendors.**  
Example: What questions do you ask when considering new vendors for your store? What questions do you ask when considering new merchandise?
- **Plan merchandise assortment (e.g., styling, sizes, quantities, colors).**  
Example: What are your product lines? What mix of brands do you carry? How did you decide what products to offer? Describe the width and depth of your various product lines.
- **Determine stock turnover.**  
Example: What is the average turnover for your different product lines? How do you avoid overstocking, and, conversely, inadequate inventory levels?
- **Plan reductions (e.g., anticipated markdowns, employee/other discounts, stock shortages).**  
Example: When and why does your merchandise go on sale? Do you offer discounts? Have you seen a correlation between markdowns and quicker inventory turnover? Explain.

OPTIONAL SUPPORTING DOCUMENTS

- Include optional photos, charts, graphs, etc. to further illustrate Product/Service Management Standards.

## STANDARD 6: PRICING

GOLD LEVEL, SILVER LEVEL, BRONZE LEVEL: COMPLETE ALL

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- **Determine cost of product (breakeven, ROI, markup).**  
Example: Discuss breakeven point, ROI and markup for a specific product within your store. Provide numbers in addition to written explanation.
- **Describe pricing strategies.**  
Example: Describe the various pricing strategies and explain how you implement them in your school store. Do you have seasonal pricing strategies? How do they impact sales?
- **Evaluate pricing decisions.**  
Example: Describe the effectiveness of the pricing strategy implemented for a specific product in your store. Do you feel that you maximized your opportunity for profitability or would you have done something differently?

OPTIONAL SUPPORTING DOCUMENTS

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- Include optional photos, charts, graphs, etc. to further illustrate Pricing Standards.

## STANDARD 7: DISTRIBUTION/CHANNEL MANAGEMENT

GOLD LEVEL: COMPLETE ALL

SILVER LEVEL: COMPLETE ANY 3

BRONZE LEVEL: COMPLETE ANY 2

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- **Explain the relationship between customer service and distribution.**  
Example: Discuss how timing of orders, stock rotation and availability of product ultimately affects your SBE's ability to provide customers with goods for purchase.
- **Explain the receiving process.**  
Example: Describe how you handle the receipt of new merchandise.
- **Complete inventory counts.**  
Example: Describe how your SBE conducts inventory (physical, perpetual, a combination of the two) and how often it does so.
- **Determine inventory shrinkage.**  
Example: Account for loss of inventory due to shrinkage (damage, theft, sample product). How does shrinkage affect your store's bottom line?

OPTIONAL SUPPORTING DOCUMENTS

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- Include optional photos, charts, graphs, etc. to further illustrate Distribution/Channel Management Standards.

## STANDARD 8: PROMOTION

GOLD LEVEL: COMPLETE ALL

SILVER LEVEL: COMPLETE ANY 4

BRONZE LEVEL: COMPLETE ANY 3

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- **Plan promotional strategy.**  
Example: What are your promotional objectives for the year? What is your promotional budget for the year? How do you incorporate the promotional mix?
- **Explain the use of visual merchandising in retailing.**  
Example: How does the way products are displayed encourage or discourage customers to purchase them?
- **Use cross-merchandising techniques.**  
Example: How do you promote products from different categories to build sales?
- **Plan special events.**  
Example: Describe a special event that your SBE planned and the resulting impact it had on your business.
- **Measure success of promotional efforts.**  
Example: Provide an example of how you evaluated the effectiveness of a promotional strategy used by your SBE.

OPTIONAL SUPPORTING DOCUMENTS

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- Include optional photos, charts, graphs, etc. to further illustrate Promotion Standards.

## STANDARD 9: SELLING

**GOLD LEVEL:** COMPLETE ALL

**SILVER LEVEL:** COMPLETE ANY 4

**BRONZE LEVEL:** COMPLETE ANY 3

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- **Determine customer/client needs.**  
Example: What routine questions do you ask customers? What questions help salespeople “hone in” on what an indecisive customer may be interested in?
- **Establish relationship with customer/client.**  
Example: What tactics do salespeople within your SBE employ to endear themselves to customers? If your SBE is virtual, how do you establish a relationship online?
- **Demonstrate suggestion selling.**  
Example: How do you delicately suggest other products for purchase without seeming pushy or irritating the customer?
- **Process sales documentation..**  
Example: Do you provide a receipt for every transaction? Do individual employees track their sales? Explain why sales documentation is important.
- **Process returns/exchanges.**  
Example: Describe your SBE’s return policy.

### OPTIONAL SUPPORTING DOCUMENTS

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- Include optional photos, charts, graphs, etc. to further illustrate Selling Standards.

## STANDARD 10: HUMAN RESOURCES MANAGEMENT

**GOLD LEVEL, SILVER LEVEL, BRONZE LEVEL:** COMPLETE ALL

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- **Conduct product “show and tell.”**  
Example: Describe how new employees are trained on the features/characteristics of new products so that they are equipped to sell them.
- **Conduct contests to motivate employees.**  
Example: What, if any, activities motivate SBE employees to do their job well?
- **Foster “right” environment for employees.**  
Example: How do you ensure a positive working environment, and one which functions as a learning laboratory in addition to a business?
- **Hold special events for employees.**  
Example: What, if any, events are held solely for employees, either to boost morale or provide training opportunities?

### OPTIONAL SUPPORTING DOCUMENTS

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- Include optional photos, charts, graphs, etc. to further illustrate Human Resources Management Standards.