

NYS FBLA EXECUTIVE COMMITTEE

MOCK BUSINESS MODEL

CHALLENGE: The new five-star hotel, "Khatri & Lala Inc" has recently opened in a nearby town. You have been hired as the Chief Operations Officer and are tasked with developing an infographic discussing potential tactics for one (1) of the following departments:



- 1. Marketing: Innovative approaches to attract and retain guests within the digital world.**
- 2. Sales: Highlight "Khatri & Lala's Inc.'s" unique features and advantages compared to local competition.**
- 3. Financial Initiatives & Concerns: Describe ways to overcome potential challenges and recommendations for achieving profitability.**

Participants will receive a ribbon at the State Leadership Conference. The top three (3) submissions will receive plaques at State Leadership Conference. Submit a PDF version by February 15, 2025 by 11:59 PM





Executive Committee Mock Business Model

Goal: To increase membership knowledge of the complexities involved in running a successful business.

Members have been “hired” as the Chief Operations Officer of the new five-star hotel, "Khatri & Lala Inc.," which has recently opened in a nearby town. Members are tasked with developing an infographic discussing potential tactics for one (1) of the following departments:

- Marketing: Innovative approaches to attract and retain guests within the digital world.
- Sales: Highlight "Khatri & Lala Inc.'s" unique features and advantages compared to local competition.
- Financial Initiatives & Concerns: Describe ways to face potential challenges and recommendations for achieving profitability.

Participating members will receive a ribbon and the top three (3) submissions will receive a plaque at the State Leadership Conference.

The deadline for submission is February 15, 2025, at 11:59 PM. The submission is required to be completed via the online form; paper forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: Member Name, Member Email, Chapter, Chapter Adviser Name, Chapter Adviser Email, & Infographic.

Challenge Rubric

Criteria	Not Present (1 Point)	Below Requirements (2 Points)	Meets Requirements (3 Points)	Exceeds Requirements (4 Points)	Points
Infographic: Images	Images are not present and/or are irrelevant	Images are minimal and/or are somewhat irrelevant	Images are present and/or are mostly useful	Images are present and are completely effective and useful	
Infographic: Content	Content is not present and/or inaccurate	Content minimal and contains inconsistencies	Content is present and mostly accurate	Content is very thorough and completely accurate	
Creativity	Content on Infographic was not original	Infographic is original but lacks detail	Infographic is creative and original	Infographic exceeds standards of detail and uses unique visuals and innovative design elements	
Grammar and Spelling	Four (4) or more errors	Three (3) errors	Two (2) errors	Zero to One (0-1) errors	
Final					/16