



Business Principles &
Entrepreneurship
AEC DECA
Semester Exam

EVENT SITUATION



You are to assume the role of **Marketing Consultant** and work with your client, Billy Howard of SinCity CrossFit (SinCity), a Las Vegas-based CrossFit Gym. SinCity's membership has fluctuated since 2008 from between 100 and 250 members, being charged between \$99 (twice a week) and \$179 (unlimited) per month based on how many times per week members attend.

Over the years, Mr. Howard has experimented with Groupons, discounts, and other incentives to get new members to sign up, but has found that athletes who join because of a temporary price discount rarely stick around and that 'they were not the right kind of member'.

Mr. Howard also shared that he runs Kids and Teens classes ~3 times a week for athletes between the ages of 10 and 18. He currently has about 15 students signed up but indicated he'd like to see these classes grow. SinCity is within 2 miles of ~10 elementary, middle, and high schools, most notably Green Valley High School and the SLAM Academy.

Finally, Mr. Howard shared that his current revenue streams are as follows:

~75% comes from monthly memberships.

10% from personal training sessions (1-on-1 coaching).

10% comes from nutrition coaching and consulting.

5% comes from other sources, including selling branded apparel and running in-house competitions 1-3x per year.

Mr. Howard shared he's interested in diversifying his revenue streams.

Film a 3-8 minute response where you address Mr. Howard and include the following in your response:

*Explain why you support or do not support Mr. Howard's plan to not offer discounts or promotions.

*Explain revenue streams and explore ways for Mr. Howard to diversify his revenue.

*Create a marketing plan to attract new 10-18-year-olds to SinCity

Did the participant...?

	Little / No value	Below Expectations	Meets expectations	Exceeds expectations
Clearly explain whether or not you support offering discounts or incentives for signing up	1 2 3 4 5	6 7 8 9 10	11 12 13 14	15 16 17 18
Show understanding of revenue streams and explore ways for Mr. Howard to diversify?	1 2 3 4 5	6 7 8 9 10	11 12 13 14	15 16 17 18
Create a Marketing Plan to attract new 10-18 year olds to the gym?	1 2 3 4 5	6 7 8 9 10	11 12 13 14	15 16 17 18
Dress in professional attire?	0	5	10	
Show warmth and competence during a video 'interview'?	0 1	2 3	4 5	6 7
Communicate Clearly?	0 1	2 3	4 5	6 7

Strengths:

Areas of improvement:

Total _____ / 78