



## Overview

Two parts: a prejudged project and a presentation.

Competitors must complete both parts for award eligibility.

## E-business

**Type:** Individual or Team (3 max)  
**Submission:** URL and Statement of Assurance  
**Rating Sheet:** <http://www.fbla-pbl.org/media/E-Business-FBLA-Rating-Sheet.pdf>

**No changes may be made to the submission between the regional conference due date and the state conference.**

### 2018 Topic

Develop an e-business website for your new “fresh food” (i.e. prepared meals, ingredients to make meals, natural foods, etc.) home delivery service for your community of 250,000 residents. Since it is a delivery service, there is room to expand your geographic delivery area. Give your business a name and a logo. Your service will have a variety of delivery options to meet the needs of different types of customers (i.e. meat, vegetarian, vegan, family, couples, gluten-free, etc.). The website should clearly identify the target market locations and its product availability. The website should allow customers to check availability of products, place and pay for orders online as a one-time customer, or become a member and set up plans for a calendar year. The site should also contain a contact page.

- Websites must be available for viewing on the Internet at the time of judging.
- Sites should be designed to allow for viewing on as many different platforms as possible.
- If using a shopping cart, it does not need to be activated.
- Explanations should include development and design process, use and implementation of innovative technology, and use and development of media elements.
- The website should be shown to the judges.

### Procedure

#### Region and State: Prejudged

- Competitors will submit a Statement of Assurance containing the URL to the regional director by the date established annually. Submissions may be prejudged only at the regional level—check with your regional director.
- Competitors must prepare projects.
- Competitors are expected to follow all applicable copyright laws; any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the site or project
- When applicable, the use of templates must be identified.

#### State: Presentation

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges.
- The presentation is designed to be an explanation of equipment used, software used, the development process, an overview of how copyright laws were addressed, and challenges experienced during the process and should follow the rating sheet.

### Eligibility

- Each chapter may submit one entry. The first-place regional winner will compete at the state level.
- Competitors must pay dues by March 1.
- No more than one (1) team member may have competed in this event at a previous State or National Leadership Conference.
- Competitors cannot be replaced or substituted for prejudged events.

### Presentation

*Equipment Setup:* 5 minutes  
*Performance:* 7 minutes  
*Warning:* 6 minutes  
*Penalty for over time:* 5 points  
*Q & A:* 3 minutes

A panel of judges will select the winners; all decisions are final. The number of awards presented will be determined by the judges. The maximum number of awards will be three (3) at the regional level and five (5) at the state level.