

SMALL BUSINESS MANAGEMENT TEAM (510)

REGIONAL – 2017

TOTAL POINTS _____ (170 points)

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1. Contestant must hand in this test booklet and all printouts. Failure to do so will result in disqualification.
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Description

The team will use strategic planning and problem-solving skills to provide solutions to the business case study provided. At State and National level, teams will be presented with an additional element to the scenario that requires revision of their final presentation.

Initial Case Study

Your team has been hired by Dr. Jacob Brendenson, the Chief Executive Officer of Development Solutions, Incorporated (DSI), to identify new business strategies to recruit and retain additional part-time staff for their company. DSI offers temporary employment services for businesses in the local area and was established in 2002. DSI is headquartered in a metropolitan area of 1.5 million; 525,000 being individuals over 18 who are able and eligible for employment. DSI has broken its temporary employment into several areas, but recently they have been struggling with their Accounting, Information Technology and General Office Specialist Support. Dr. Brendenson would like your thoughts and input on how to increase the high quality applicants offered to their customers. He has recently started traveling with his family more (partially retired) which oftentimes makes it hard for managers to get ideas and create positive relationships between the temporary staff, managers and management.

Internal Challenges:

- Lack of retention among all employees
- Outdated processes for marketing and posting open positions
- Limited access to top management

External Challenges:

- Additional temporary staffing agencies in the local area
- Fewer graduates/formalized training for the three areas mentioned above
- Centralized market opportunities

The three temporary areas where Dr. Brendenson would like to increase placement include:

- Accounting – from accounts receivable and accounts payable to financial planning and chief financial directors; these temporary staff fill anything related to the accounting services within an organization.
- Information Technology – from basic computer set-up to infrastructure maintenance and development, if it runs electronically, this temporary staff can support the development, implementation, and support for existing or new projects.
- General Office Specialist Support – from answering the telephones to filing and welcoming visitors or managing the executive's schedule, these temporary staff can take care of any task that an office needs done.

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As requested by Dr. Brendenson, review the financial history and identify trends that could be improved or fixed to help increase revenues. Once your review is completed, please prepare a plan for him and his executive team. Dr. Brendenson has given you the following areas for your consideration as you prepare for your presentation:

1. How can DSI increase its temporary staff roster for the three areas listed above?
2. How can DSI work to increase the relationships between Dr. Brendenson, his executive team, and their managers within the organization? Very rarely does someone other than the managers hire staff (both temporary and corporate).
3. What additional services could DSI focus their efforts on to provide additional temporary services to the local area?
4. What cost-savings measures could be put in place to help increase overall profitability?
5. Should DSI attempt to offer services via remote/teleconference to its customers? What would this look like?

A team will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.

Teams who do not submit an entry that follows this topic will be disqualified.