

SECOND ANNUAL YOUTH BUSINESS SUMMIT

BEST BOOTH MARKETING COMPETITION



COMPANY COMING TO DOTHAN, AL

Kidz Xcape



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BEST BOOTH MARKETING COMPETITION

Purpose

The purpose of the Best Booth Marketing Competition is to give students a better understanding of marketing strategies, while also helping students to:

- Communicate effectively through printed mediums
- Integrate creativity into workable marketing solutions
- Understand business marketing dynamics
- Develop team building skills
- Motivate others to act

Competition Overview and Goals

Each school can choose to compete in the Best Booth Marketing Competition where their team will design and build out a booth to be presented at the Youth Business Summit. All students can participate in booth construction and display at the Youth Business Summit. The booth allows schools to highlight their marketing ideas for the specified company - [Kidz Xcape](#).

- Booth content should uniquely reflect the company, [Kidz Xcape](#), and its products and services.
- Booths should aim to grab attention to promote sales while always maintaining professionalism.
- Presentation: Students from each participating school will design and display a booth to increase sales of the products and services for [Kidz Xcape](#).
- Schools are not required to participate in the competitions but are encouraged to do so.

Assumptions

- Question: For what company are the students creating a marketing plan?
Answer: Students should assume they have been hired by [Kidz Xcape](#) to create their marketing plan.
- [Kidz Xcape](#) will open in Dothan, AL in the spring of 2019.
- For more details on [Kidz Xcape](#), see Appendix A.

Objectives and Guidelines Rubric for Judging

First Impressions	At first glance, how well does the booth grab the judges attention and draw them to it?	(1 to 5 points)
Content	How well does the booth uniquely reflect the company, its product(s) and/or service(s)?	(1 to 5 points)
Presentation	Is the booth displayed in a professional manner? Does the booth make efficient use of space and resources?	(1 to 5 points)
Pitch/Problem	How well do the students articulate a clear pitch or marketing solution? Your pitch should answer the questions: What are you selling? Who needs it? Why do they need it?	(1 to 5 points)
Target Market	How well do the students understand and segment its target market? Describe the target market, including demographic and geographic characteristics.	(1 to 5 points)
Marketing Plan	Is there an effective plan in place to attract/retain customers thereby increasing sales? Companies should address their specific plans related to the product, pricing, placement, and promotion. An effective marketing plan should include strategies to promote your products and services to your target market. Strategies may include: web-based marketing, direct sales-phone, direct email, social media, trade shows, international sales promotions, etc.	(1 to 5 points)

Scoring Criteria

Well above standards	Outstanding execution	5
Above standards	Well executed	4
Meets standards	Includes essential components	3
Below standards	Missing essential components	2
Well below standards	Major flaws or section missing	1

Schedule

Date	Event
February	Schools receive Youth Business Summit packets and register for the competition online at https://trojan.troy.edu/campus/dothan/announcements/youth-business-summit-2018.html
2/1/18-5/2/18	Students work on constructing school booth. One booth per school.
5/3/18	<p>Second Annual Youth Business Summit at Troy University, Dothan Campus</p> <ul style="list-style-type: none">• Students check-in at 8:30 am.• Setup booths between 8:30 am and 9:30 am. One six-foot table will be provided for each school who signs up for the Best Booth Marketing Competition.• Awards Ceremony at 1:10 pm. Winners will be announced.

ABOUT *Kidz Xcape*

Kidz Xcape is not hypothetical. It is a real idea of a current Troy University Dothan campus business student, Ms. Sandra Potts. Ms. Potts is planning to open *Kidz Xcape* in Dothan, AL upon completion of her business degree. *Kidz Xcape* is an indoor playground for children, with line-of-sight visibility in almost all directions! Ms. Potts has provided the following information about *Kidz Xcape* to assist you with the competition. She is incredibly excited and looking forward to reviewing your ideas! Her plans are to implement the best ideas from the Youth Business Summit in her real marketing campaign! After reviewing the following details about *Kidz Xcape* provided by Ms. Potts, participating students may have further questions. If so, each school may e-mail Ms. Potts up to five questions, and she will provide the needed information to assist in your marketing plan. Remember that each school will have one table (i.e., booth) to be used to display and highlight the proposed marketing plan on the day of the Youth Business Summit. Questions should be e-mailed to dothanscob@troy.edu by April 1st.

As a parent in Dothan I have come to realize with children there are only a few places to take your child on a cold, rainy or even too humid day. Furthermore, most options are limited in space and resources. The need for something with size, adventure, and indoor activity for kids is a need in the Wiregrass area. So, this why the idea for *Kidz Xcape* was conceived. There will be three to four different areas within *Kidz Xcape*: playscape, arcade, restaurant, and additional entertainment (i.e., The Balloon Man). Each of these will be able to contribute and provide an overall happiness for children and adults alike.

Kids Xcape will stand out as something different and new because of the type of diversity that will transpire once customers walk through the doors. There will be so many different adventures that every child and adult will be able to experience the maximum level of FUN!

—APPENDIX A—

Product and Service Offerings

The Playscape

Our playscape is equal to a 3,000-square foot house! Your children are going to have a blast at the biggest and best indoor playscape in Dothan. The fun is not just for them though! Finally, some thought relating to the parents. Our playscape is designed so that all adults can comfortably play alongside their children - no more having to squeeze through impossible tight spaces or crawl on hard surfaces.

The tensioned web floors throughout our playscape is both entertaining and enjoyable for all ages to bounce their energy out. At [Kidz Xcape](#), parents do not need to wait around bored while the kids are the ones having all the fun! Since mom and dad are probably going to tire out before the kids do, we have created a comfortable centralized seating in the middle of our amazing playscape which will give the parents piece of mind and some relaxation after the hours of fun you will have.

Kiddy Korner

We have one of the LARGEST toddler-only areas in Dothan, with over 1,400 square feet of space filled with age-appropriate toys, activities, and play elements. And the best part is that it is all-encompassing with a fun, unique theme that will allow each child to explore and play using their imagination.

The Relax Korner

At [Kidz Xcape](#), we want to ensure that everyone has the best experience possible. This room has been designed to allow those with special needs to come and play. If things become overwhelming, that is where this low-sensory designed room will allow them to decompress and relax. This calm, cool, darkened room has been created to help those with special needs to not feel left out. The Relax Korner is the ONLY one of its kind in Dothan.

The Arcade

Our huge arcade features exciting games, that we believe, of which you just cannot get enough! Throughout our organization we pride ourselves on family values, so you will not find any inappropriate games for young children. We also will be adding more and different games each month to challenge you and your gaming skills!

Who likes to juggle tokens or tickets? Neither do we! Simply, pick up a game card and load it with a specific amount, or purchase the Unlimited Play for \$11.95 which allows you two hours of play. When you are done playing, bring your card to the ticket counter so you can redeem for some of our fabulous prizes!

—APPENDIX A—

The Party Rooms

Children will never forget their birthday party at **Kidz Xcape**! We offer a variety of party rooms and packages designed to fit your needs and fun level. From a small get together between close friends to a giant celebration for the whole neighborhood. With our colorful party rooms, fun loving party hosts, and non-stop fun, **Kidz Xcape** is the best place for your child's upcoming birthday party! All it takes is a few easy steps to plan!

The Restaurant

Of course, we have all your kid's favorites, like pizza, burgers, and chicken tenders. We also cater to our moms and dads; we know that they get hungry too! We feature a full menu of foods that parents will love, as well as kids. And, unlike other parks and arcades, all the food here is cooked fresh to order.

Pricing Strategy

- Newborn to one year old will be free. For children ages 2-4, the general admission price will be \$4.95; 5-17 will be \$9.95; 18 and up will be \$2.95.
- The arcade games will range from \$.50 to a \$1.00 per game. There will also be an option to have the unlimited two-hour play card for \$11.95.
- The restaurant will be based on the vendor pricing but will be affordable.
- No website has been established at this point.

The Operating Plan

- **Kidz Xcape** will be located on the Ross Clark circle at the intersection of 84 and Main street.
- The building and parking simply need some attention, but the location is established.
- The equipment will be purchased from a vendor in China and delivered to the location. The vendor will set-up the equipment, provide training on the maintenance protocol, and will continue to provide support as needed. This company will also provide the playscape equipment.
- Another vendor will be needed for the arcade games.
- Another vendor will be needed for the restaurant.

The Competition

Some of **Kidz Xcapes** competitors are Chuck E Cheese, Axtion Air Dothan, and Jump Jump Bounce House.