

2026–2027 Competitive Events Guidelines

Supply Chain Management



Supply Chain Management challenges members to apply their understanding of how goods, information, and finances move through a supply chain. Members deliver a presentation that demonstrates their knowledge of logistics, procurement, inventory control, and distribution strategies used to support business operations.

Event Overview	
Division	High School
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Presentation with a Topic

Event Information:	
<u>National Leadership Conference:</u> Timing Structure: • Equipment Set-Up: 3 minutes ○ No interaction allowed with judges during this time. • Presentation: 7 minutes ○ A one-minute warning will be provided • Question & Answer (Q&A): 3 minutes <i>Important: Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.</i> Important Notes: • Internet Access: Not provided • Event Schedule Notes: ○ Some events may begin before the Opening Session. ○ All schedules are posted in local time for the NLC host city. ○ Schedule changes are not permitted.	<u>District Leadership Conference:</u> Check your DLC Call to Conference and Policies & Procedures for the timing structure, prejudice deadlines (if applicable) and other information. <u>State Leadership Conference:</u> Timing Structure: • Equipment Set-Up: 1 minute ○ No interaction allowed with judges during this time. • Presentation: 7 minutes ○ A one-minute warning will be provided • Question & Answer (Q&A): 3 minutes Important Notes: • Time allocations are exclusive. • Colorado FBLA follows the NLC model for Event Administration unless noted otherwise. • Check the SLC Call to Conference for additional information and prejudice deadlines (if applicable).

*** Event specifics are continued below. Review the document in its entirety.

2026-2027 Topic

The Last Mile Challenge

A national online retailer has experienced rapid growth, resulting in increased customer demand and higher expectations for rapid delivery. While sales continue to increase, delivery costs have risen significantly, order fulfillment times have become inconsistent, and customer satisfaction scores have declined. Company leaders must determine how to improve performance without sacrificing profitability.

You have been hired as a supply chain consultant to analyze the organization's challenges and develop a strategy that supports continued growth and long-term success.

How can effective supply chain strategies help organizations balance customer expectations, operational efficiency, and profitability?

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National Leadership Conference

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	Table
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors:** Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure. **Competitors who placed in the top ten in Supply Chain Management at a previous National Leadership Conference are eligible to compete in this event.**
- **Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits:** Each state may submit up to four entries per event.
- **Event Participation Limits:** Each member may participate in:
 - One individual or team event, and
 - One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Competitor Responsibility:** Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition:** All members of a team must be from the same local chapter.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.

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- **Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.

Event Administration

This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- The preliminary round is closed to conference attendees and audience.

Technology Guidelines

- **Internet Access:** Not Provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.

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- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information: Competitors should incorporate the following aspects in response to the topic

- **Management Planning**
 - Explain the supply chain structure for launching a limited-edition product line.
 - Identify ethical suppliers and manufacturing partners aligned with the mission.
 - Outline production timelines and logistics for regional or national distribution.
- **Financial Planning**
 - Estimate production, packaging, and fulfillment costs.
 - Develop pricing strategies that allow for profit and donation margin.
 - Include a brief risk analysis and strategies to manage budget constraints.
- **Demand Planning**
 - Forecast product demand based on youth market trends and social impact interest.
 - Propose pre-orders or limited drop campaigns to manage inventory.
 - Recommend adjustments to production based on early interest or regional popularity.

Final Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
 - 2 sections: Top 6 from each section advance
 - 3 sections: Top 4 from each section advance
 - 4 sections: Top 3 from each section advance
 - 5 sections: Top 3 from each section advance
 - More than 5 sections: Top 2 from each section advance

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

Technology Guidelines

- **Internet Access:** Not Provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).

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- If using two devices, one must face the judges and the other must face the presenters.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
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Scoring

- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.

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- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final. Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

Important FBLA Documents

- Competitors should be familiar with the [Competitive Events Operations Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

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Supply Chain Management Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Summarizes Supply Chain Management: Explain the overall business or supply chain scenario (industry, product, or service) and the role of supply chain strategy in context.	<i>No explanation of the business or supply chain topic is provided; lacks any reference to supply chain strategy.</i>	<i>Provides a vague or incomplete explanation of the business or supply chain topic with limited or unclear reference to supply chain strategy or its role.</i>	<i>Clearly explains the business or supply chain topic (industry, product, or service) and identifies the role of supply chain strategy in a relevant context.</i>	<i>Thoroughly explains the business or supply chain scenario with strong clarity and detail. Effectively connects the role of supply chain strategy to the topic with insight and relevance, showing understanding of strategic impact.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Management Planning Outline the structure and operations of the supply chain from a strategic planning lens (e.g., goals, processes, partnerships).	<i>Does not explain the supply chain structure or address suppliers, timelines, or logistics.</i>	<i>Provides a basic or unclear explanation of the supply chain structure. Limited mention of suppliers or manufacturing partners, with little or no connection to ethics or mission. Timelines and logistics are vague or incomplete.</i>	<i>Explains the supply chain structure for the limited-edition product line. Identifies suppliers and manufacturing partners with some alignment to the mission. Provides a general outline of production timelines and logistics for distribution.</i>	<i>Clearly and thoroughly outlines the supply chain structure tailored to a limited-edition product launch. Selects ethical suppliers and manufacturing partners that directly align with the mission. Presents a well-organized production timeline and detailed logistics plan for regional or national distribution.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Financial Planning Analyze the financial considerations of the supply chain strategy (e.g., cost-benefit decisions, budgeting, efficiency tradeoffs).	<i>Does not address financial elements or show evidence of estimating costs, pricing, or risk analysis.</i>	<i>Identifies some basic costs or general pricing ideas, but lacks detail or accuracy. Risk analysis or budgeting strategies are missing or unclear.</i>	<i>Estimates production, packaging, and fulfillment costs with reasonable detail. Proposes a pricing strategy with attention to profit and donation goals. Briefly addresses risks and budget constraints.</i>	<i>Provides accurate and well-supported estimates for all key cost areas. Develops a thoughtful pricing strategy that balances profitability and donation margin. Clearly identifies potential financial risks and proposes realistic strategies to manage budget constraints.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demand Planning Describe how forecasting, demand trends, and customer needs inform decision-making and influence other areas of the plan.	<i>Does not address demand forecasting, market trends, or inventory strategies.</i>	<i>Provides vague or incomplete discussion of demand trends or youth market relevance. Mentions inventory or production without clear connection to demand insights.</i>	<i>Uses youth market or social trend data to forecast demand. Suggests appropriate inventory strategies and explains how production could adjust based on early interest or regional trends.</i>	<i>Demonstrates thorough understanding of demand planning by clearly forecasting based on market trends and values. Proposes strategic inventory management (e.g., pre-orders, drops) and provides compelling recommendations for production adjustments supported by rationale and potential outcomes.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	

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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation Delivery					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	Did not demonstrate any of the listed skills	Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)	Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)	Demonstrated all skills, enhancing the overall presentation	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	Does not respond to questions or responses are completely off-topic.	Provides incomplete or unclear answers that show limited understanding.	Responds accurately and clearly to most questions, showing adequate understanding.	Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Protocols					
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time) 			