

FBLA COMPETITIVE EVENTS

Future Business Leaders of America is the high school division of the larger organization called Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL). The FBLA sponsors a series of competitive events, including contest examinations, as well as performance events, entrepreneurship events, and projects. The FBLA contest examinations are given locally and regionally. The highest scores are selected to go on to state and finally national competitions.

FBLA Competitive Events Correlations	
Objectives	Chapters
target market	6, 9, 10, 11, 12, 23
sales potential	6, 13, 16, 23
location	9, 23
competition	1, 5, 6, 9, 10, 11, 13, 16
definition of the business (description of the industry, the company, the image desired)	5, 11, 12, 24
benefits of the service	5, 6, 16, 24
customer services	6, 17, 24
legal form	3, 5, 7
number of employees	3, 5, 18
suppliers	3, 5, 6, 15, 19, 20, 21
pricing policy	5, 6, 8, 10, 11, 12, 17, 24
promotional ideas	10, 11, 12

start-up costs	1, 5, 15, 19, 21
equity or debt funds	19, 20, 21, 23