



FCCLA/Knowledge Matters Virtual Business Challenge
National Championship Round
April 3-7, 2023

Dear FCCLA Qualifiers & Advisers,

Congratulations on having your FCCLA members qualify to compete in the final round of the FCCLA Virtual Business Challenge – Fashion Track! The Knowledge Matters team would like to commend your students on their fantastic accomplishments and thank you and your chapter for participating. Thank you for allowing your members to participate in this competition and providing the necessary support.

The final round of this event will take place online and begin on **Monday, April 3, at 10 AM** Eastern Time. FCCLA members who qualify should log in to the online Virtual Business account they used during the qualifying round(s) by visiting vb.knowledgematters.com. Once logged in, qualifiers will see a course named "FCCLA VBC Fashion Finals," They should click on the course name to access the competition page. Once on the competition page, qualifiers should click the "Run Sim" link to launch the competition file.

During the final round of the VBC event, participants will be managing their own fashion design business for one simulated season. They will be tasked with designing clothes for their business and promoting their merchandise via their website and social media. The store location has been chosen for participants, and they will not be able to control all of the features listed under the Actions menu. Students can access the following actions under the Actions menu: Design, Feature on Website, and Post to Social Media. All of the other options under the Actions menu have been purposely disabled. For those actions that participants cannot access, they will be set up automatically, which means students won't need to set up the store, staffing schedule, or buy the merchandise they will be selling within their store. Pricing will be handled automatically, including markdowns.

Upon opening the file, the simulation starts six weeks before the season begins. The store will be closed for those six weeks, and no staff or customers will appear. However, inventory will appear in the back room during that time, and staff will set up the store the day before the store opens.

Spotting the hot trends early is key to the success of any fashion business. In this simulation, participants should try to spot emerging trends. Students should use the Instatrend: Runway report and Instatrend: Street report to assist them. After participants have identified the hottest trends, they can begin working on designing fashions. Students will be able to design both men's and women's fashions for one season. They will choose the types of garments they want to design, the color, the fabric, and many more details.

The Designs window will allow participants to monitor the cost of the items they are designing. Although the buying process will occur automatically for participants as they work through the simulation, it is important to keep in mind that their first order for their own design has a six-week lead time, and when it's reordered, there will be a four week lead time. Therefore, students will need to analyze trends and design their garments before running simulated time forward in order for their garments to be available in their store on opening day.

Social media can help participants boost sales for their business. In this simulation, the participants' posts will be made on Instatrend, a simulated photo sharing site. Students should determine trends by reviewing the Instatrend: Street report and filling out the Trend Report when figuring out which garments to post. They should post reasonably frequently to Instatrend, because posts will lose their effect after a couple of weeks. However, students should keep in mind that posting too much can annoy customers and drive them away. Another way to promote their store and boost online sales is by advertising items on their business' site through the **Feature on Website** action. Featuring items on the website will work best if they are 'on trend.' Also, changing featured items with a monthly frequency will help.

The goal is to make the most total profit possible for the participant's fashion business while managing the Design, Feature on Website and Post to Social Media concepts for their business for one simulated fashion season. When teams first open the file, the simulated date will be May 30, 2026. As teams work through the competition simulation file and their file is saved, their score will be recorded on the scoreboard. Participants will be able to run the simulation file until January 10, 2027, which will bring them to the end of one virtual fashion season. If teams haven't reached this date, and they wish to restart the file, they may do so through the option found under the File menu within the simulation window. If teams reach the stop date for the file, and if participants wish to work through the file again, they will have to contact Knowledge Matters to restart the file. Participants will be ranked on their total profit, and they will be able to view the rankings by clicking on the scoreboard icon found on the competition page (the same page where they will access the simulation file).

Unlike the qualifying rounds, during the final round the competition simulation file will not reset automatically after the participants reach the simulated stop date for the file. Participants will need to contact Maureen Ginley at Ginley@KnowledgeMatters.com and request that their competition simulation file be reset if they would like to try again. However, PLEASE NOTE that if a team requests for their competition file to be reset, THEIR SCORE WILL BE DELETED AND THEY WILL DISAPPEAR FROM THE SCOREBOARD (completely wiped out). This is unlike the qualifying rounds where a team's best score would always be the one that we used for the ranking no matter how many attempts the team made at completing the file. During the final round, it will be the score from the most recent competition file that will be used to rank the team.

Participants have until **5PM Eastern Time on Friday, April 7** to access the file and have at least one save completed in order to be considered in the rankings for this final round. No scores will be accepted after this date/time. Please contact Maureen Ginley if you have any questions about this information.

Thank you for your participation and good luck to all of the VBC qualifiers!

Best regards,

Knowledge Matters Team