

2024-25 Competitive Events Guidelines

Financial Statement Analysis



Financial Statement Analysis provides members with the opportunity to apply knowledge in accounting and analyzing financial information. This competitive event consists of a presentation component, with a specific topic.

Event Overview

Division: High School

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation with a Topic

Presentation Time: 3-minute set-up, 7-minute presentation time, 3-minute question & answer time

NACE Connections: Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

2024-25 Topic

You were just hired as the new Chief Financial Officer of Target. Provide a presentation to highlight the key changes in the financial statements from financial statements ending February 3, 2024 to identify the overall financial condition of the company and provide a strategy for upcoming business decisions and opportunities for growth.

District/Region/Section

Check your District's Call to Conference for any district-specific information about presentation events.

State

Presentation events will have a 1-minute set-up time. Most presentations will happen in a large ballroom, and all competitors will present in the preliminary round. See below for list of required competition items; Colorado FBLA requires the same items set by National FBLA at our State Leadership Conference. However, Colorado FBLA will not be providing power, a projector, or screen for final presentations.

National

Required Competition Items

| | Items Competitor Must Provide | Items FBLA Provides |
|---------------------------------|---|--|
| Preliminary Presentation | <ul style="list-style-type: none"> Technology and presentation items Conference-provided nametag Photo identification Attire that meets the FBLA Dress Code | <ul style="list-style-type: none"> Table |
| Final Presentation | <ul style="list-style-type: none"> Technology and presentation items Conference-provided nametag Photo identification Attire that meets the FBLA Dress Code | <ul style="list-style-type: none"> Table Power Projector with HDMI cord Projector screen |

2024-25 Competitive Events Guidelines

Financial Statement Analysis



Important FBLA Documents

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

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 7 minutes (one-minute warning)
 - **Question & Answer Time:** 3 minutes
 - **Internet Access:** Not provided
 - The presentation should include the following:

2024-25 Competitive Events Guidelines

Financial Statement Analysis



- Analysis performed on Target’s financial statements (*the actual Target Corporation, finding publicly posted financial statements from the previous year ending 2023, found at [SEC’s EDGAR website](#)*)
 - Perform financial analysis over each of the financial statement items identified below. Analysis can include a reason for the change in the balance compared to the prior year.
 - Financial Statements
 - Consolidated Statements of Financial Position
 - Cash
 - Inventory
 - Property and equipment
 - Long term debt
 - Total assets
 - Current assets vs current liabilities (current ratio)
 - Consolidated Statement of Operations
 - Sales
 - Cost of sales
 - Selling, general, and admin expenses
 - Operating income
 - Net earnings
 - Consolidated Statements of Cash Flows
 - Cash provided by operating activities
 - Cash required for investing activities
 - Cash required for financing activities
 - Consolidated Statements of Stockholders’ Investment
 - Dividends per share
 - Describe the overall financial condition of the company using insights gained from financial analysis above. Use relevant ratio analysis or benchmarks to help with gaining insights.
 - Guidance for upcoming business decisions and opportunities for growth.
- The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12’ x 12’.
 - Competitors/teams are randomly assigned to sections.
 - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
 - Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
 - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.

2024-25 Competitive Events Guidelines

Financial Statement Analysis



- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- External speakers are not allowed. Only device audio can be used.
- Power is not available.

- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Research: Facts and data must be cited and secured from quality sources.
- Final Presentation
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 7 minutes (one-minute warning)
 - **Question & Answer Time:** 3 minutes
 - **Internet Access:** Not provided
 - The presentation should include the same information on financial statement analysis as in the preliminary presentation.
 - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
 - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
 - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
 - Technology
 - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
 - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
 - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
 - It is up to final-round competitors to determine if they wish to use the technology provided.

2024-25 Competitive Events Guidelines

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- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Research: Facts and data must be cited and secured from quality sources.

Scoring

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the top winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

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.

2024-25 Competitive Events Guidelines

Financial Statement Analysis



Financial Statement Analysis Presentation Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|--|--|--|--|--|---------------|
| Describes each financial statement and its purpose | <i>No description given</i> | <i>Description given, but not of all financial statements</i> | <i>All financial statements are described</i> | <i>Each financial statements and their purposes are described using industry terminology</i> | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| Performs financial analysis of each financial statement | <i>No analysis given</i> | <i>Analysis given, but not of each financial statement</i> | <i>Each financial statement is analyzed</i> | <i>Each financial statement is analyzed, using industry terminology</i> | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| Describes financial condition of the company using insights gained from financial analysis | <i>No description given</i> | <i>Financial condition is described, but no details given</i> | <i>Financial condition description is given</i> | <i>Financial condition is described, using insights gained from analysis, using industry terminology</i> | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| Offers guidance for business decision making | <i>No guidance given</i> | <i>Guidance is given, with little details</i> | <i>Guidance is given for future decisions of the business</i> | <i>Guidance is given about future decisions, based on the analysis, and using industry terminology</i> | |
| | 0 points | 1-6 points | 7-8 points | 9-10 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 | 1-2 points | 3-4 points | 5 points | |
| Presentation Delivery | | | | | |
| Statements are well-organized and clearly stated | <i>Competitor(s) did not appear prepared</i> | <i>Competitor(s) were prepared, but flow was not logical</i> | <i>Presentation flowed in logical sequence</i> | <i>Presentation flowed in a logical sequence; statements were well organized</i> | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| Demonstrates self-confidence, poise, assertiveness, and good voice projection | <i>Competitor(s) did not demonstrate self-confidence</i> | <i>Competitor(s) demonstrated self-confidence and poise</i> | <i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i> | <i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i> | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| Demonstrates the ability to effectively answer questions | <i>Unable to answer questions</i> | <i>Does not completely answer questions</i> | <i>Completely answers questions</i> | <i>Interacted with the judges in the process of completely answering questions</i> | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) | | | | | |
| Presentation Total (100 points) | | | | | |
| Name(s): | | | | | |
| School: | | | | | |
| Judge Signature: | | | | | Date: |
| Comments: | | | | | |