



COMPETITION OVERVIEW

An effective website will demonstrate the company's mission, provide ease and use for customer purchases, apply branding consistently, and contain value-added content and features to enhance the consumer experience. This competition challenges VE students to showcase their business and product/service offerings through the submission of their company website.

SUBMISSION GUIDELINES

Each firm must prepare a company website to showcase the company brand, ease and use of ordering, and overall professionalism to potential customers.

- To submit, copy and paste the website URL into the submission box on the Competitions Manager.
- Website must stay live and up-to-date throughout the competition judging period.
- Ensure "https" is included as part of the text of the website URL for a successful submission.
- All submitted websites must include the following disclaimer on the webpage: *Disclaimer: This Virtual Enterprise online store is for educational purposes only (2024-2025 - Firm Name).*
- Websites should be listed in the Firm Directory in Marketplace Tools.

TASK ALIGNMENT
VE
Marketing Task 10 - Develop a Website
Design Task 8 - Develop a Website for SEO
Information Technology Task 5 - Develop an E-Commerce Website
Information Technology Task 11 - Use Website Analytics
VE-JV
Marketing Task 7 - Develop a Company Website
Graphic Design Task 5 - Design a Company Website

CAREER READINESS FRAMEWORK ALIGNMENT
Leadership:
<ul style="list-style-type: none"> • Demonstrates intrapreneurship • Motivates others to act • Operates with purpose • Brings positivity and presence
Professional:
<ul style="list-style-type: none"> • Communicates effectively • Demonstrates self-development and learning orientation • Embraces diversity • Embraces change
Functional:
<ul style="list-style-type: none"> • Understands general business dynamics • Demonstrates industry/function-specific skills • Communicates through storytelling
Technology:
<ul style="list-style-type: none"> • Applies appropriate technology to task

JUDGING CRITERIA

Using the *Judging Criteria*, each *Element* will be rated from 1 to 5 stars.

Essential Components - Are the essential components included? (i.e. firm name, company description, purchase button(s), contact info, products and pricing, educational disclaimer, functionality of links, etc.)				
★	★★	★★★	★★★★	★★★★★
Four or more elements from the submission guidelines may be missing.	Three elements from the submission guidelines may be missing.	Two elements from the submission guidelines may be missing.	One element from the submission guidelines may be missing.	All elements from the submission guidelines are included.
Site Organization - How would you rate the user's ability to navigate the site? (navigation, user-friendliness, layout, professionalism, whitespace, information clarity, logical sequence of information)				
★	★★	★★★	★★★★	★★★★★

For sample submissions, visit: veinternational.org/competition-samples.

Go to competitions.veinternational.org to participate and judge. Find results at veinternational.org/competition-results.

Site is unreadable and/or inaccessible. Menus and paths to information are unclear and/or indirect. Illogical sequence of information and actions.	Site is somewhat readable and accessible. Menus and paths to some information are clear and direct. Somewhat logical sequence of information and actions.	Site is readable and accessible. Menus and paths to information are clear and direct. Logical sequence of information and actions.	Site is readable and accessible. Menus and paths to most information are clear and direct. Logical, intuitive sequence of information and actions.	Site is readable and accessible. Menus and paths to all information are clear and direct. Logical, intuitive sequence of information and actions.
Purchasing Efficiency - <i>How would you rate the efficiency of purchasing the product/service? (purchasing: cart and checkout process)</i>				
★	★★	★★★	★★★★	★★★★★
Purchasing a product or service was not possible.	Shopping cart somewhat matched the product/service description and pricing. Making a purchase was somewhat functional (i.e. 2-3 buy buttons were broken or incorrectly linked).	Shopping cart accurately matched the product/service description and pricing. Making a purchase was mostly functional (i.e. 1 buy button link is broken or incorrectly linked).	Shopping cart accurately matched the product/service description and pricing. Making a purchase was functional.	Shopping cart accurately matched the product/service description and pricing on the firm website. Making a purchase was seamless .
Marketing Effectiveness - <i>How would you rate the firm's marketing effectiveness? (brand identity, target audience, logo and company info, multimedia elements: social media, polls, videos, upselling efforts, etc.)</i>				
★	★★	★★★	★★★★	★★★★★
Branding elements are unclear, incohesive , and may not be appropriate for the target audience. Multimedia and other interactive elements are missing or not usable.	Branding elements are somewhat unclear and cohesive, but may not appeal to the target audience. Multimedia and other interactive elements are evident , but either unclear or not usable.	Branding elements are somewhat clear , cohesive, and appealing to the target audience. Multimedia and other interactive elements are clear and usable .	Branding elements are largely clear, cohesive, and appealing to the target audience. Multimedia and other interactive elements engage the audience .	Branding elements are clear, cohesive, and appealing to the target audience. Multimedia and other interactive elements engage the audience meaningfully .
Content and Presentation - <i>How would you rate the effectiveness of content and presentation? (design, graphics, visual appeal, clear language, font choices, readability, consistency, simplicity, free from unintentional spelling and grammatical errors)</i>				
★	★★	★★★	★★★★	★★★★★
Design, graphics, and content lack consistent or readable appearance and grammatical coherence.	Design, graphics, and content appear somewhat consistent and readable. Includes some unintentional spelling and grammatical errors.	Design, graphics, and content are mostly consistent, readable, and well-written . Mostly free of unintentional spelling and grammar errors.	Design, graphics, and content are consistent, readable, and well-written. Text is free of unintentional spelling and grammatical errors.	Design, graphics, and content are highly consistent, readable , and well-written. Text is completely free of unintentional grammatical errors.

For sample submissions, visit: veinternational.org/competition-samples.

Go to competitions.veinternational.org to participate and judge. Find results at veinternational.org/competition-results.