



National E-Commerce Website Competition

Competition Overview & Guidelines

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.

CONTENT REQUIREMENTS

- **Essential Components:** Firm name, company description, company contact information, educational disclaimer, product/service descriptions and pricing, and buy buttons
- **Branding Components:** Company logos, slogan, and color scheme are evident and consistent throughout the website
- **Marketing Components:** Links, social media, and multimedia features throughout the website
- **Presentation Components:** Graphics are clear, no grammatical or spelling errors, layout and organization are logical and easy to navigate
- **VE Educational Disclaimer:** All submitted websites must include the following disclaimer on the webpage: *Disclaimer: This Virtual Enterprise online store is for educational purposes only (2025-2026 – Firm Name).*

FORMATTING ELEMENTS

- **Font Size:** Readable
- **Font Type:** Readable and appropriate to the company brand

SUBMISSION GUIDELINES

- Submit website URL to the Competitions Manager.
- Website must stay live and up-to-date throughout the competition judging period.
- Ensure "https" is included as part of the URL for successful submission.
- Websites should be listed in the Firm Directory in Marketplace Tools (Firm Admin → Marketing Information).
- One entry per firm
- All submissions due by 10:55 PM ET.

PENALTY POINTS

- Websites that are inactive or inaccessible at the time of judging will not be evaluated. Firms are strongly encouraged to verify that their links are functional.

CAREER READINESS FRAMEWORK ALIGNMENT

Leadership:

- Demonstrates intrapreneurship
- Motivates others to act
- Operates with purpose
- Brings positivity and presence

Professional:

- Communicates effectively
- Demonstrates self-development and learning orientation
- Embraces diversity
- Embraces change

Functional:

- Understands general business dynamics
- Demonstrates industry/function-specific skills
- Communicates through storytelling

Technology:

- Applies appropriate technology to task

TASK ALIGNMENT

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

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

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

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E-COMMERCE WEBSITE SCORING GUIDE

Using the *Judging Criteria*, each *Element* will be rated from 1 to 5 stars. A score of five is outstanding, and a score of one needs significant improvement. Scores with 0.5 increments are encouraged.

ELEMENT	★	★★	★★★	★★★★	★★★★★
Essential Components <i>Are the essential components included? (i.e., firm name, company description, buy button(s), contact info, products and pricing, educational disclaimer)</i>	Four or more elements from the Content Requirements may be missing.	Three elements from the Content Requirements may be missing.	Two elements from the Content Requirements may be missing.	One element from the Content Requirements may be missing.	All elements from the Content Requirements are included.
Site Organization <i>How would you rate the user's ability to navigate the site? (navigation, user-friendliness, layout, professionalism, whitespace, information clarity, logical sequence of information)</i>	Site is difficult to read or navigate. Menus and navigation paths are unclear or broken. Information is disorganized with no logical flow.	Site is partially readable and accessible. Some navigation paths are clear, but others are confusing or inconsistent. Information is presented with limited structure.	Site is fully readable and accessible. Menus and navigation paths are clearly labeled and functional. Information follows a logical and easy-to-follow structure.	Site is well-organized and user-friendly. Navigation is intuitive and efficient, with clearly labeled menus and consistent layout. Information is arranged in a purposeful and coherent sequence.	Site demonstrates expert-level organization . All navigation paths are seamless and clearly labeled. Layout is clean and professional, with intentional use of whitespace and a logical, intuitive flow that enhances user experience.
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. The shopping cart was missing, non-functional, or disconnected from product listings.	Shopping cart displayed incorrect product descriptions or pricing. Two or more purchase buttons were broken or led to the wrong page.	Shopping cart correctly reflected product descriptions and pricing. One purchase button was broken or linked incorrectly, limiting functionality.	Shopping cart fully matched all product descriptions and pricing. All purchase buttons were functional , and the checkout process was clear and operational.	Shopping cart and checkout process were fully functional, intuitive, and efficient . All product information and pricing were accurate, and the purchase experience was seamless from selection to confirmation.



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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, inconsistent , or inappropriate for the company. Materials do not reflect the target audience. Multimedia and interactive elements are missing or non-functional.	Branding elements show minimal consistency or relevance to the company. Marketing materials reflect only a basic understanding of the target audience. Multimedia elements are present but lack clarity, relevance, or usability.	Branding elements are consistently used and clearly represent the company. Marketing materials reflect an accurate understanding of the target audience. Multimedia elements are functional and enhance message delivery.	Branding elements are cohesive, professional, and directly tied to the company's identity . Marketing materials show a clear understanding of the target audience. Multimedia and interactive features are well-integrated and support engagement.	Branding elements are expertly executed and fully aligned with the company's identity . Marketing materials are tailored to the needs, interests, and behaviors of the target audience. Multimedia and interactive components are seamlessly integrated and significantly enhance communication and engagement.
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 are disorganized or difficult to read . Visual elements lack consistency. Multiple spelling and grammatical errors are present.	Design and graphics show minimal structure or alignment . Font and layout choices reduce readability. Several spelling or grammatical errors reduce clarity.	Design, graphics, and content are organized and visually consistent . Language is clear, and text is generally free of errors, with only one or two minor issues.	Design, graphics, and content are well-organized and visually appealing . Language is polished and free of spelling or grammatical errors. Readability and consistency are maintained throughout.	Design, graphics, and content are expertly crafted, visually engaging, and fully consistent . Language is concise, clear, and completely free from unintentional errors, demonstrating attention to detail and professionalism.

AI USAGE POLICY

Virtual Enterprises (VE) acknowledges the growing prevalence of AI in today's academic and professional environment and its potential for facilitating various tasks. As an organization that prepares students for the future of work, we are mirroring industry leaders, and our stance is to embrace the potential of AI.

Where AI is used, schools must disclose its use and appropriately cite all sources, including AI-generated content or suggestions. AI should augment the learning experience, not replace intellectual work in the classroom and competitive event submissions.

Please note that the AI policy of schools and districts will supersede VE's Ethical Use of AI policy.

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