

Company of the Year Competition 2010

Guidelines and Criteria

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Company Report

Innovation, Innovation, Innovation.....

The company report is an opportunity to summarise the important aspects of your company. It is an important record of what you have learned from the initial set up of your company, your product, marketing and financial information on the company, achievements and lessons learned along the way.

In each Junior Achievement Company Programme student workbook, there are detailed guidelines on how to prepare the company report (page 36-46). Below is a summary of what is required but please refer to the student workbook.

Include the following details on the cover page:

1. Name of company
2. Name of school
3. The time period for which your company was/is in operation
4. Volunteer name and volunteer company

You may include an appropriate graphic on the cover of the report and a company logo

The report should contain the following sections:

Section 1 – The Executive Summary

Section 2 – Product/service Description

Section 3 – Mission Statement and Table of Contents

Section 4 – Organisation Chart and Report from HR manager

Section 5 – Market Research and Marketing Plan

Section 6 – Product/Service Implementation

Section 7 – Safety Statement

Section 8 – Sales and Marketing

Section 9 – Financial Information*

Section 10 – Highlights and Achievements

Students must also have completed the **HP Responsible Business Award** certificate.

They must have a section on responsible business in their report.

* Financial information needs to include Profit and Loss Statement, Balance Sheet (Liquidation Balance Sheet if applicable) and **Cash Flow** Statement. The Cashflow Statement was not listed in the guidelines (Page P45). Allow sufficient space for these in the financial statements.

Brief Report Guidelines

- ◆ The font of the report should be Arial, size 12
- ◆ Each page should be numbered

- ◆ The maximum length of the report is **15 pages**
- ◆ Sections 1–3 in the report cannot exceed 1 page each
- ◆ There is a recommended length included for each of the subsequent sections, however this is a guideline only and the management team can determine the allocation of pages to each section
- ◆ Companies are encouraged to include photographs of their product or service or other relevant items
- ◆ Include photographs, graphs, charts, diagrams and additional subtitles where relevant
- ◆ The report should read as a single business-like document, not as a series of repetitive director's reports
- ◆ The report must be written by students and should be original and innovative in approach

Please send three reports to your regional coordinator and one copy to the Dublin office.

Remember refer to the detailed guidelines on the company report in the Junior Achievement Company Programme student workbook pages 36–46.

Innovation, Innovation, Innovation.....

The trade display stand is your company's "shop window"; therefore you are encouraged to be **innovative** and **creative** in projecting your company's business image. The stand is an opportunity for the company to grab the attention of the judges and the public, to stand out from the other competitors and create interest about your company to all attending the event.

Only **five students/company directors** will be permitted to be present at the stand. The names and business titles of these students along is required by Junior Achievement **prior** to the competition.

The stand should include the following:

- Name of company and logo
- School name and town
- Samples of the product/service
- Charts showing sales achievements, financial performance and/or market research findings
- Other audio visual aids e.g. photo's, pictures, audio visual
- Sponsorship (if applicable)
- Media coverage (if applicable)

PLEASE NOTE AS THE EUROPEAN GUIDELINES HAVE NOT BEEN SET YET. WE WILL USE THE 2009 GUIDELINES - YOU WILL BE NOTIFIED OF ANY CHANGES

Dimensions of stand:

Stand size: 3m x 2m

Wall size: 3m x 1m

Height: 2m

You will be provided with a table

Note:

- Companies may choose an alternative display, but within the space allocation.
- Companies **may not** display their products/services elsewhere in the hall.
- If an electrical socket is required please ensure to bring an extension lead
- The room may not have wireless internet – please bring a modem if you require the internet

This is an in-depth interview with the **five** business directors (the same five students mentioned above) to ascertain what they have learned from the experience. The panel of three judges will interview your company and each interview will last approximately five minutes. The judges will ask questions of their choice.

Sample interview questions

Note: these questions are merely guideline questions which the judges may/may not ask

- Tell me about your company?
- How did you decide on your product?
- Tell me about your product/service?
- How did you decide on your product?
- How were the roles decided?
- What market research did you carry out?
- How did you raise capital to buy materials?
- How many items have you sold and what are the forecasted sales?
- What is the profit margin on each product? How was this calculated?
- What is the company profit to date and how will any profits be split when the company ceases?
- Tell me about any problems encountered? How were these resolved?
- What plans has the company for the future?
- If you were to change anything, what would you change?

Some interview tips:

- The interview should be conducted in a professional manner – we would recommend a professional dress code – school uniform or professional suits/skirts and shirts
- Although all team members should be able to answer all questions it might be useful for each team member to focus on a particular area and be able to answer more in depth questions. E.g. the managing director should be able to answer questions regarding the future of the company
- Remember the judges will appreciate simple gestures e.g. a handshake at the beginning or end of the interview
- And lastly during the interview be yourself and show your personality!!

Business Presentation

Innovation, Innovation, Innovation.....

The named **five** directors of your company will make a **four minute** business presentation to an audience of students, teachers and invited guests. The presentation is an opportunity for your company to 'sell' not only the product but also the company. This should be treated as an opportunity to get the audience to believe in or even invest in your company. Innovation and creativity is **crucial** at this stage!!

The presentation will last no longer than **4 minutes**. Presentations that exceed four minutes will be penalised.

Some presentation tips:

- Be prepared and confident in your presentation
- Speak slowly and clearly
- Project your voice
- Maintain eye contact with the audience
- Hold the interest of the audience
- Keep your presentation flowing
- Focus on the most interesting aspects of your company
- Avoid repetition
- Feel free to move away from 'traditional' business presentations
- And most of all – enjoy!!

Remember:

-Innovative and creative presentations will score extra points

-Visual aids/props are permitted.

-Companies may use power-point presentations. Junior Achievement will provide the laptop and projector on the day

-Students **must** e-mail the presentation to the Junior Achievement Dublin office. All details of due dates will be stated in correspondence you will receive before the regional final

-Overhead slides are **not** permitted.

-Dress code for this part of the competition is up to you – be as imaginative as possible!

Key aspects to be assessed by the judges

1. Company Report

Overall presentation of report
The overall performance of your company
Accurate and well-presented financials
Demonstration of lessons learned
Demonstration of future prospects of the company
Innovation

2. Trade Display Stand

Visual impact
Design and creativity
Product/service idea
Sales techniques
The image of the students as a team
Unique features and innovative ideas

3. Business Interview

Demonstration of development of personal skills and maturity
Demonstration of team spirit
Knowledge and understanding of how business functions
Knowledge of the company financials
Future potential of the business

4. Business Presentation

Structure of presentation
Relevance and content
Delivery technique
Visual aids and impact
Originality and innovation