



GRIFFITH COLLEGE BUSINESS ENTERPRISE COMPETITION 2020



GRIFFITH COLLEGE

www.griffith.ie/businesscompetition2020

Griffith College Dublin wishes to challenge and reward creative, enterprising secondary school students from transition year, 5th year and 6th year across the country.

PRIZES

1st Prize

The team will receive **€1000** cash prize, a **€500** Bursary for the school and the Griffith College Business Faculty Enterprising School Perpetual Trophy.

2nd Prize

The team will receive **€300**.

3rd Prize

The team will receive **€200**.

Application Deadline: Friday 28th February 2020



Competition Details

STAGE 1: APPLICATIONS

In teams of **no more than 4 members**, you are required to describe your enterprising business idea/product in a document of no more than 2,000 words (see Marking Scheme for details).

The teams will be required to use their social media skills to market their business idea by creating social media page(s) and promoting to as wide an audience as possible.

Submit Entry Forms and Business Plans to
businesscompetition@griffith.ie
Deadline: Friday 28th February 2020

STAGE 2: COMPETITION DAY

On **Thursday 12th March 2020**, shortlisted teams from Stage 1 are required to travel to Griffith College Dublin. Teams will be required to display their business idea/product in a pop up display. In addition, the teams are required to formally present their business idea/product to a panel of experts.

SUPPORTER ACTIVITIES

Teams are encouraged to bring school supporters and families on the day. School supporters will be given the opportunity to attend business workshops. These are designed by our Business Faculty to provide an educational and interesting taste of college life. During the afternoon presentations we recommend supporters display banners and wear their teams colours to give visual and moral support to their team.

Supporters will attend some exciting broad ranging mini-workshops and talks which can include areas like:

- Marketing
- Economics
- Management
- Entrepreneurship
- Job Tips/CVs
- Hospitality



Marking Scheme for PROPOSAL

STAGE 1

2,000 Word Document

Uniqueness of product/idea proposed: – 25%

- Unique and innovative idea.
- High level of creativity.
- Evidence of suitability of the product/idea for the intended market.

Understanding of the market that the business is targeting: – 25%

- Clear knowledge of the market (evidence of Market Research).
- Who are the customers you are targeting (market segment)?
- Who are your competitors? How much does your product differ from theirs?

How was your product/idea launched to your target market: – 30%

- Describe the launch of your product/idea.
- What innovative methods did you use to promote and sell the product?
- The feasibility of this promotion to reach your target customers.
- Utilisation of social media by setting up social pages (number of followers and engagement).

Organisation of Written Presentation: – 20%

- Clear discussion (professional in content).
- Free of grammatical and typing errors.
- Adhering to the guidelines of the competition.

Total – 100%

Marking Scheme for FINALISTS

STAGE 2

Strictly teams should have no more than 4 members.

Business Idea Document – 50%

(Examined under the Business Idea marking scheme as per Stage 1).

Social Media / Marketing – 20% (Pre-event day)

- Development and utilisation of social media page(s)
- Number of followers and engagement (e.g. Likes, Shares, Re-Tweets, Comments, etc).

Oral Presentation – 30% (Event Day)

- Structure
- Professional presentation.
- Interest and knowledge shown.
- Use of visual aids.
- Timing within the guidelines.
- (Strictly 8 minutes for the presentation and questions from the panel).

Total – 100%

Entry into the competition implies the acceptance of the competition Rules and Regulations.





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