

Ontario Colleges' Marketing Competition

Fanshawe College | November 15-16, 2018



Entrepreneurship Case

The *Entrepreneurship* case challenges students to think creatively and strategically in a time constrained situation. As a judge in this event, your job is to assume the role of the entrepreneur or clients described in the case scenario and evaluate how effectively each team presents their analysis and recommendations.

The Case Scenario

The students competing in this event will be expecting a case scenario of an entrepreneurial nature; however, they will know nothing about the situation, the client company, or the industry before they enter the case preparation room. They will have 30 minutes to read and analyze the case, identify strategic options and develop recommendations and an implementation plan to present convincingly to the judges.

General Judging Considerations

Typically the case scenario will focus on one of the entrepreneurial stages facing entrepreneurs and small business owners. The intent of the scenario is to address the realistic challenges facing entrepreneurs and small business owners and as such, may present a problem relating to how to compete effectively in the market, the selection of target markets and/or how to develop effective marketing strategies with limited financial resources.

Students are expected to use industry-standard business and marketing terminology during their presentation. It is assumed that each judge is from the client company and each will take on a specific role.

Event Objectives

To demonstrate the students' ability to:

- Analyze a business situation
- Develop appropriate marketing strategies to remedy the situation
- Present recommendations in a convincing manner

Eligibility

- All student competitors must be from marketing or marketing-related programs. Please note that post diploma, graduate certificate or degree program students are not eligible for OCMC.
- Repeat OCMC students cannot enter an event in which they previously participated.

Preparation

- Participants should familiarize themselves with the evaluation criteria. Please refer to the **case evaluation** form for details.
- Students must be in the designated preparation room **on time**. Students should arrive at the designated preparation room **no earlier than five minutes before** their preparation time. Preparation times will be assigned randomly. Please refer to the case schedules in the program. No changes will be made unless a conflict situation exists.
- Proper **identification** (your name tag) must be visible to security personnel before entering the preparation room.
- Absolutely no supplies or equipment (beyond what is provided to you) is allowed in the room. This includes calculators, cell/smart phones, computers, books, etc. Any violation of this rule results in disqualification.
- The use of business cards is optional.
- A package containing the case, a **memory key**, lined paper, 2 ball point pens, and 2 pencils will be provided upon entry to the preparation room. The memory key will contain 7 basic white background slides in the current version of PowerPoint. There are no restrictions on slide design, animation or transition.
- The preparation room will contain a laptop for students to use to create their presentation. Their presentation must be saved on the memory key provided in the envelope. All competitors must ensure that they clear their presentation from the laptop before exiting the room.
- Participants have **30 minutes** to prepare their solution. Participants will be advised when five minutes remain.
- At the end of 30 minutes, the team will be escorted to their presentation room. There must be no communication with anyone other than your partner while in transit.

Presentation

- The room will have appropriate equipment and be arranged suitably for a presentation.
- Presentations must not exceed **15 minutes**. There will be a **five-minute question period** following the presentation with judges.
- Participants are responsible for managing their time when presenting. Judges will be conscious of time when listening to presentations and will ask a team to stop if necessary.

- At the conclusion of the question period the students will leave the room. **All materials used in the presentation must remain in the room.** The judges will collect your memory key, case, pens, etc.
- The judges will use the remaining minutes in the cycle to complete the evaluation form.

Evaluation by Judges

- Judges may ask questions of the students (challenge the students) at the end of each presentation during the official question period.
- Judges will provide feedback to students by completing an evaluation form with numerical scores and space for comments.
- Judges will rank each team from top to bottom. In the case of a tie between any of the top 5 teams, they will re-evaluate those teams to break the tie. There cannot be a tie amongst teams ranked one to five.
- Judges are not to provide any verbal feedback to students after the students have left the presentation room (ex. after judging has concluded for the day or before awards are announced at the banquet).
- **Judges decisions are final!** The top three teams are acknowledged at the final competition banquet and will come to the stage to receive their awards. Fourth and fifth place winners will be announced from the podium but **will not** be asked to the stage.

Feedback

Each team will receive the judges' evaluation and feedback forms from the host College approximately three weeks following the competition.

Event Scoring

1 st Place	10 points
2 nd Place	8 points
3 rd Place	6 points
4 th Place	4 points
5 th Place	2 points

Entrepreneurship Case Study Judging Considerations

Section	Score/Possible	Judging Considerations
Introduction	5 excellent 4 good 3 satisfactory 1-2 below expectation /5	Greeting, introduction of team and lead into presentation.
Identification of Problem	5 excellent 4 good 3 satisfactory 1-2 below expectation /5	Identification of the central problem or key issues that must be resolved.
Situation Analysis	13-15 excellent 10-12 good 7-9 satisfactory 1-8 below expectation /15	Analysis of key strengths, weaknesses, opportunities and threats facing the organization and how these factors relate to the problem at hand.
Objectives	5 excellent 4 good 3 satisfactory 1-2 below expectation /5	Identification of objectives that pertain to the organization and the specific case scenario.
Identification of Options	13-15 excellent 10-12 good 7-9 satisfactory 1-8 below expectation /15	Discussion of strategic options to address the problem or key issues at hand. Evaluation of the advantages and disadvantages of each option.
Recommendations	9-10 excellent 7-8 good 5-6 satisfactory 1-4 below expectation /10	Presentation of recommended strategy that is realistic, in terms of timing, budget, and resources, based on the size of the organization and the significance of the problem/opportunity.
Implementation Plan	9-10 excellent 7-8 good 5-6 satisfactory 1-4 below expectation /10	Provide an action plan that outlines how the recommendation will be executed. Specific details provided wherever possible.
Question & Answer	9-10 excellent 7-8 good 5-6 satisfactory 1-4 below expectation /10	5 minute Q&A period for the judges to ask questions. Team should provide sound and practical responses and be able to support their recommended strategy.
Presentation Skills	13-15 excellent 10-12 good 7-9 satisfactory 1-8 below expectation /15	Convey information clearly and with confidence and enthusiasm as well as professional appearance and demeanour.
Creativity	9-10 excellent 7-8 good 5-6 satisfactory 1-4 below expectation /10	Creativity in development of strategy and implementation details and the overall presentation itself.

