

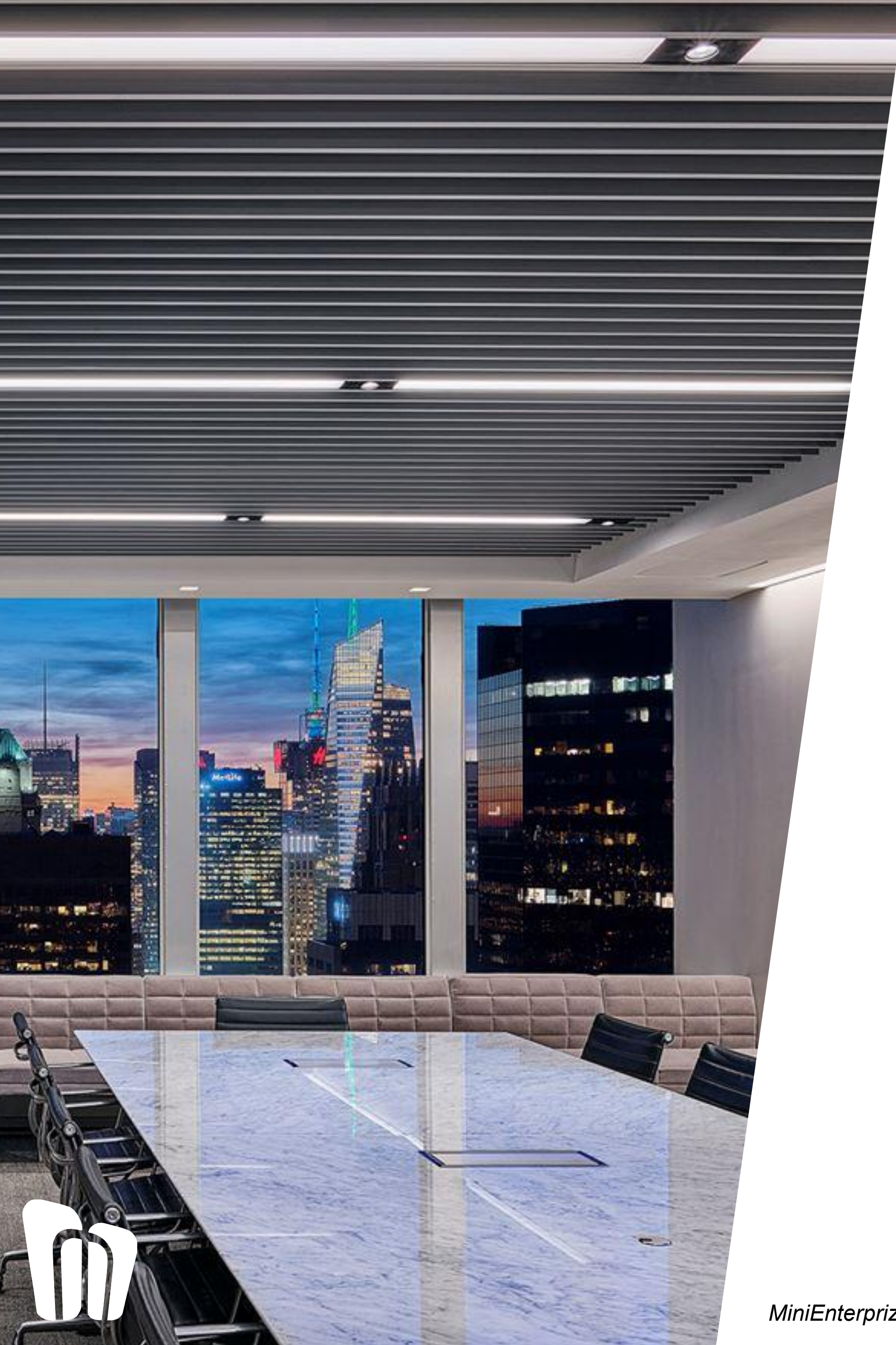
miniEnterprise

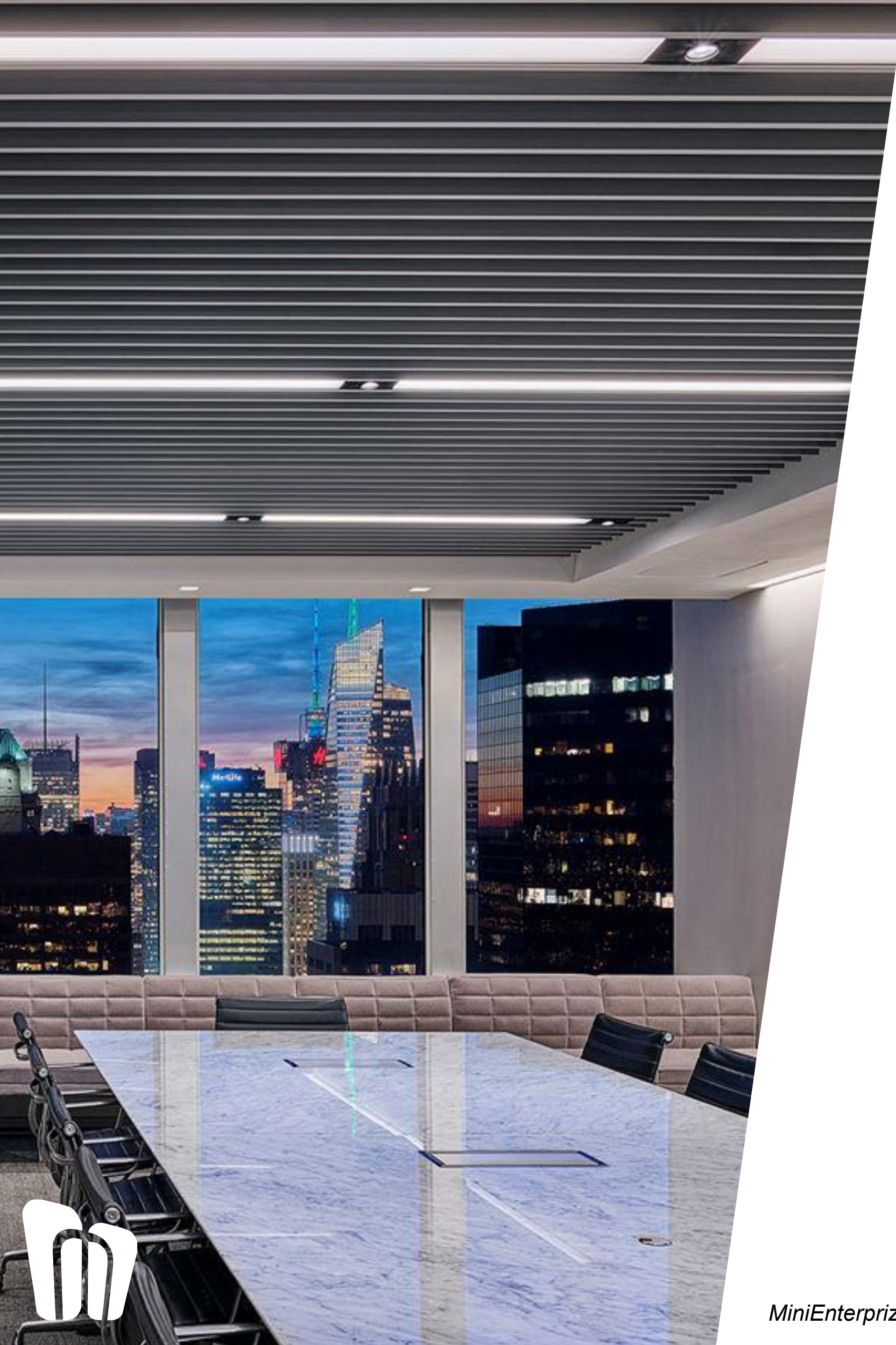
Case Competition Guide

What is a Case Competition?

Case Competitions provide a problem simulation that mimics the reality of corporate affairs through an analytical lens. Competing in a case competition allows and inspires students to draw upon their best collaborative and critical thinking skills.

MiniEnterprize seeks to provide delegates with an opportunity to learn, network, and further their insight in the field of Business and Entrepreneurship.





What Should I Expect?

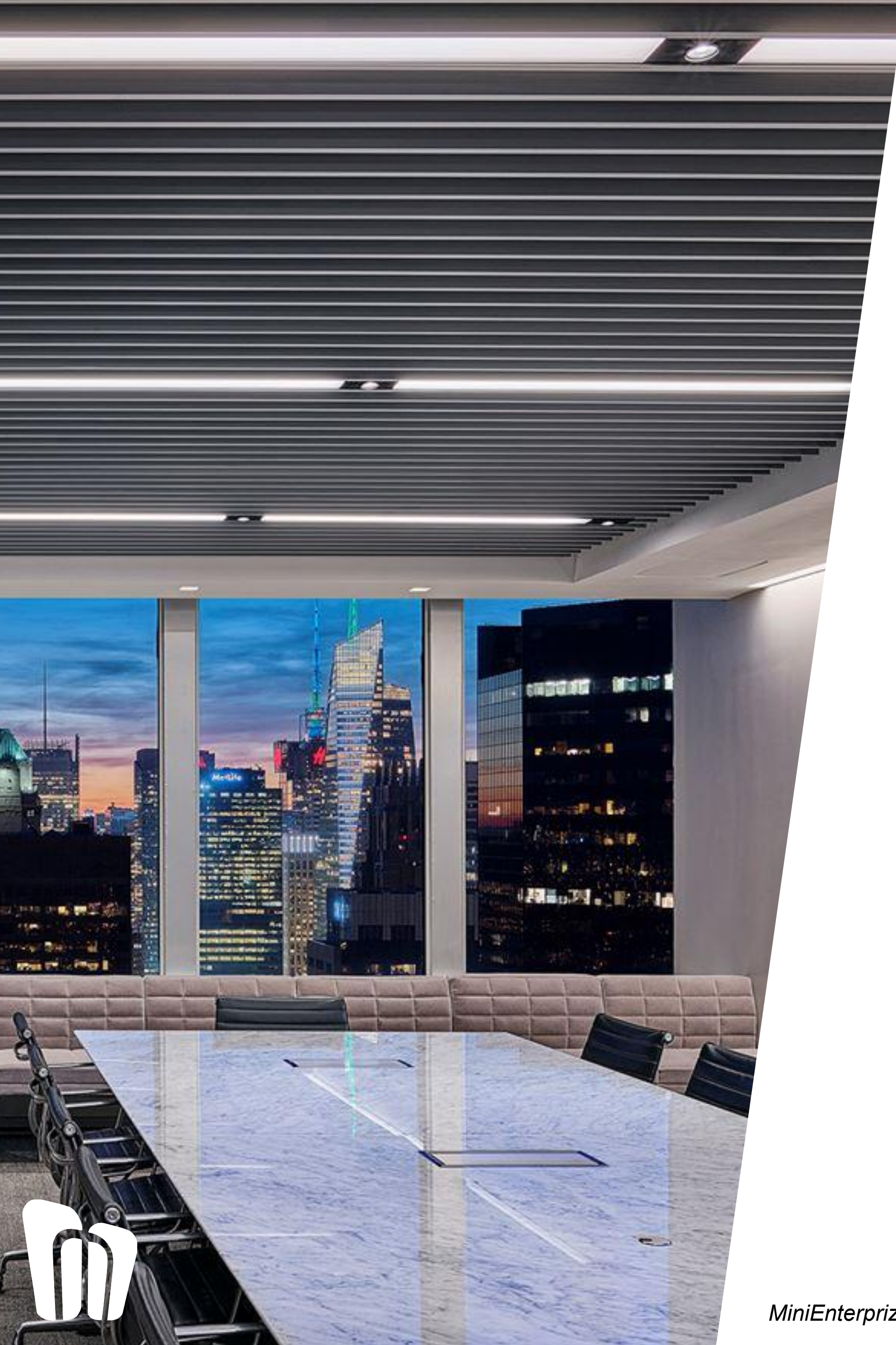
A Case Competition exposes students to many issues found in the realm of commerce. Your team must work together to analyze problems and create resourceful and innovative solutions. These solutions will need to be put together in presentation slides. Your team must then present your analysis to a panel of professionals.



Reading The Case

Once your team receives the case study, you should:

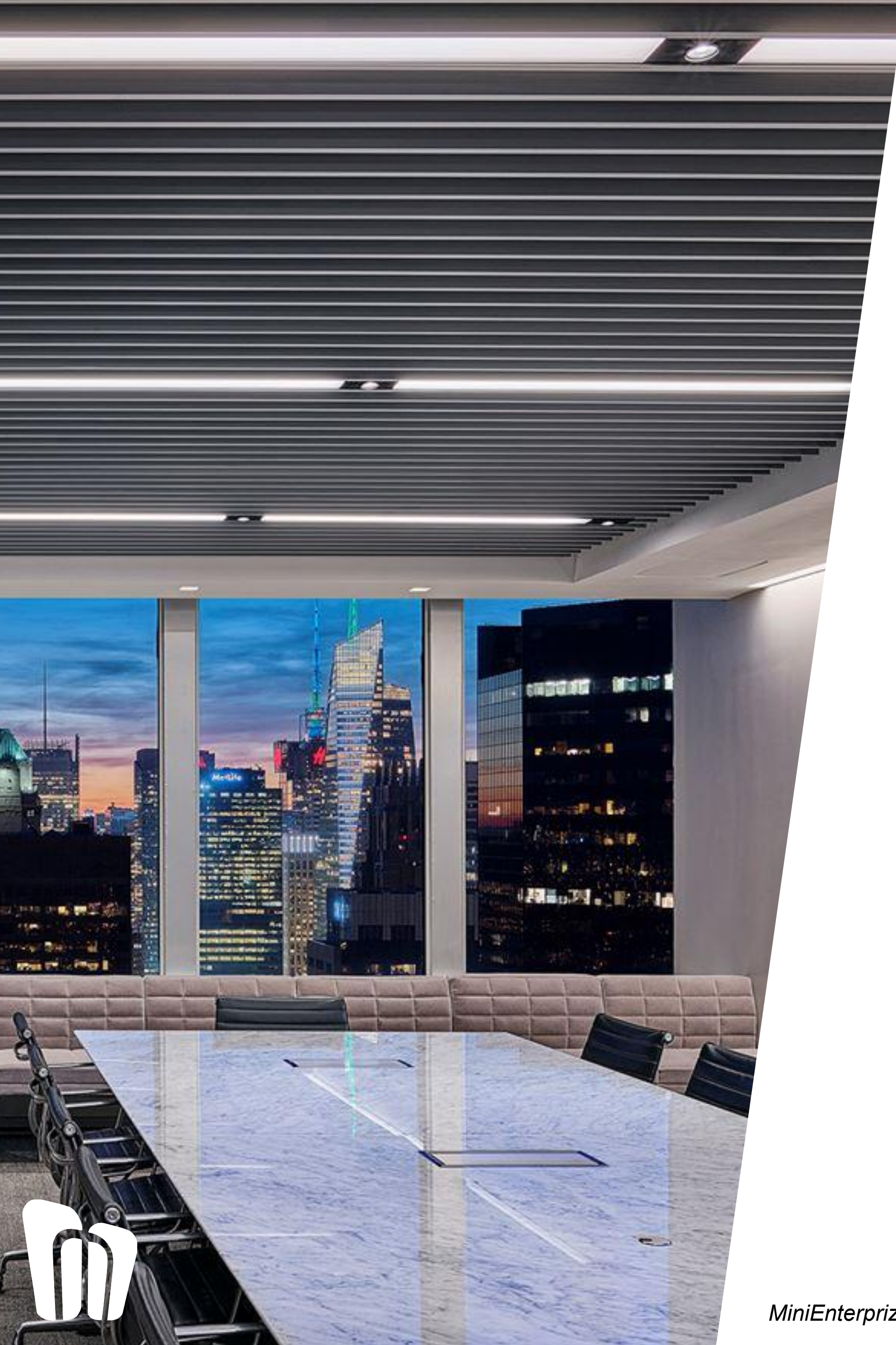
1. Read over headings
2. Read between the lines, skim the first and last pages
3. Take a few minutes to read over important sections
4. Highlight or underline key parts of the case



Presentation Content

Below are the components that make up a general outline for a standard presentation analysis. Feel free to employ uniqueness.

1. Issue Analysis
2. Internal Analysis
3. External Analysis
4. Recommendations
5. Implementation
6. Risks and Mitigations
7. Conclusion



Introduction & Issue Analysis

Introduce the problem in a way that is succinct, clear; invokes excitement, curiosity, and inspiration. Show an understanding of the underlying problems that the business must face. Focus on the issues and set the stage for recommendations.

Components

- Title Page
- Agenda/Overview of Presentation
- Problem and Topic Introduction
 - Identify Key Issues
 - Problem Statement: a concise description or question of the issue is addressed
 - (i.e. How can we establish a market for this new product based on current consumer trends?)
 - Objective / Goals



Internal Analysis

Internal analysis encompasses a thorough, logical understanding of your corporation, by using relevant information and research from the case or external resources.

Internal Analysis Techniques

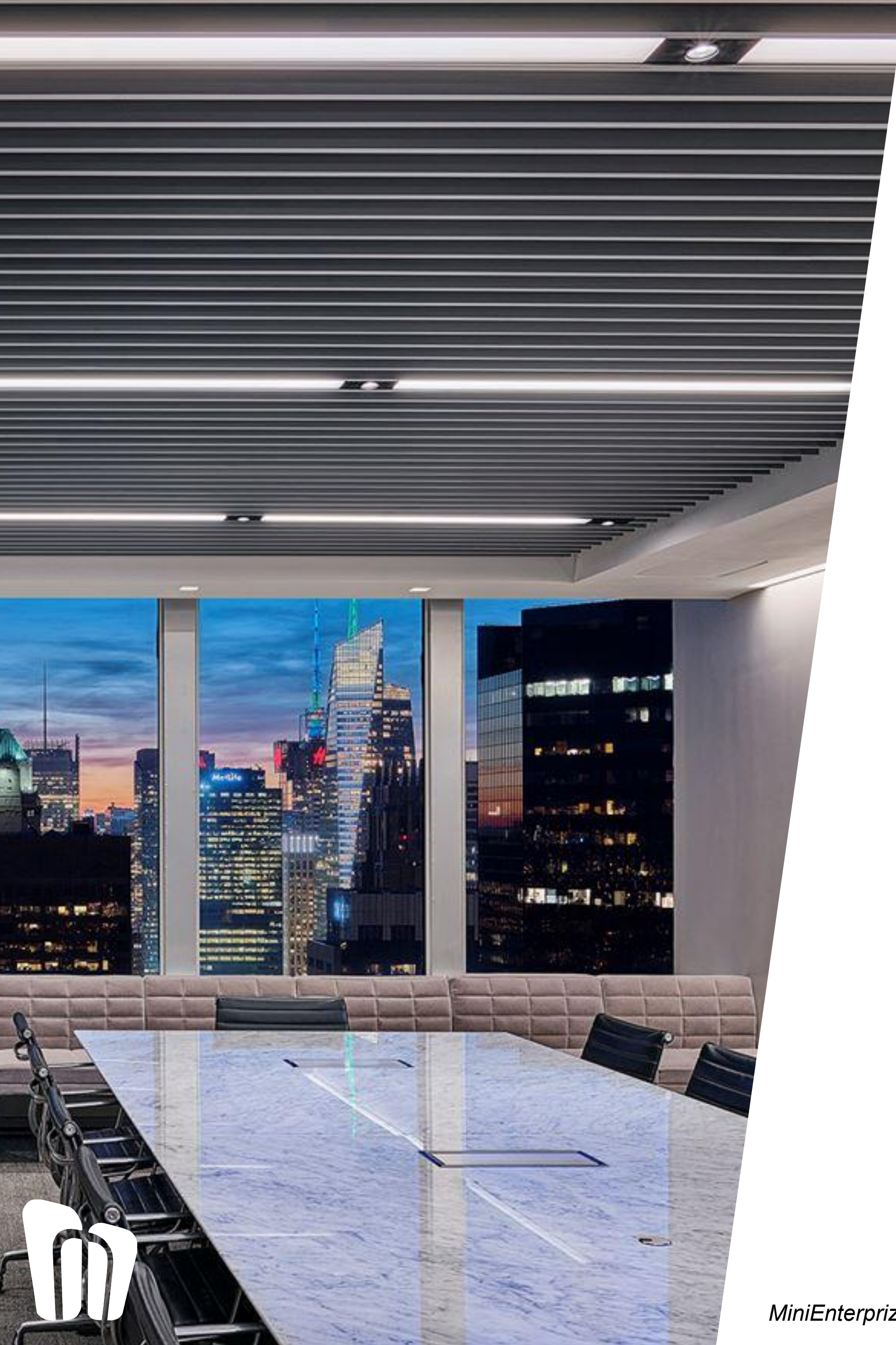
1. SWOT Analysis

- Identify the *Strengths* and *Weaknesses* of the Company (i.e. Demand, Company Branding)
- *Opportunities* and *Threats* of the Industry (i.e. Customer Loyalty, Market Expansion)

2. Porter's 5 Forces

- Threat of New Entry
- Consumer Power
- Buyer Power
- Threat of Substitutes
- Competitive Rivalry





External Analysis

A fruitful external analysis will show an understanding of the market in which the corporation operates. It must be relevant, up to date, and within the scope of your market.

External Analysis Techniques

1. PEST(LE)

- *Political*: Laws, Regulations
- *Economics*: Prices, Industry Performance
- *Social*: Consumer Preferences
- *Technological*: New Advancements
- *Legal*: Corporate laws and economic policies
- *Environmental*: New Trends

2. Target Market

3. Competitive Analysis



Recommendations

A professional recommendation will include unique and insightful strategies of:

- *HOW* a company will solve its problems
 - *WHAT* the client needs to do
 - *WHY* the client needs to do this
 - *WHO* will be involved in executing this plan
- Aim for ~ 3 recommendations
 - Unique and valuable position
 - Anyone else doing the same thing?
 - Do customers want this?



Recommendations

(continued)

- Creates a strategic “fit” across the business
 - Are different parts of the business plan supporting each other?
- Requires making trade-offs
 - What decisions do we prioritize? Why?

Criteria for Good Recommendations

- Fully addresses the issues & questions in the prompt
- Incorporates a deep understanding of the business and its current situation
- Considers and usually includes a short, medium, and long-term solution



Recommendations

(continued)

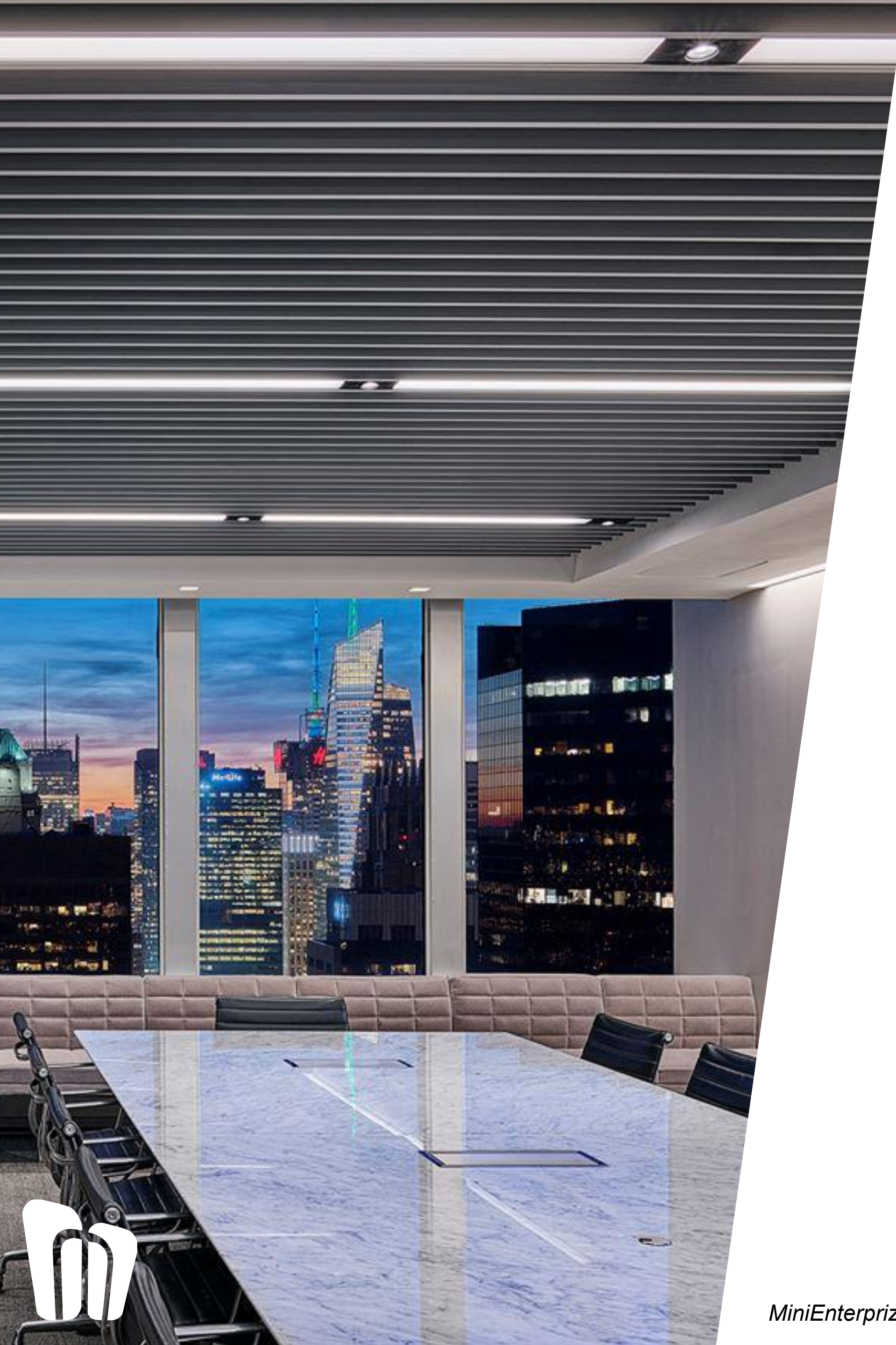
- Short-term: defends the core
- Medium term: find adjacencies
- Long-term: game changers

Examples

- Inconsistent Product Quality?
→ P
- Increasing Competitive Pressures?
→ Product Repositioning
- High Employee Turnover?
→ Employee Engagement Plan

Components

- Recommendation Slides
 - Answer questions of who, what, and why?
 - Identify the short term and/or long term effects



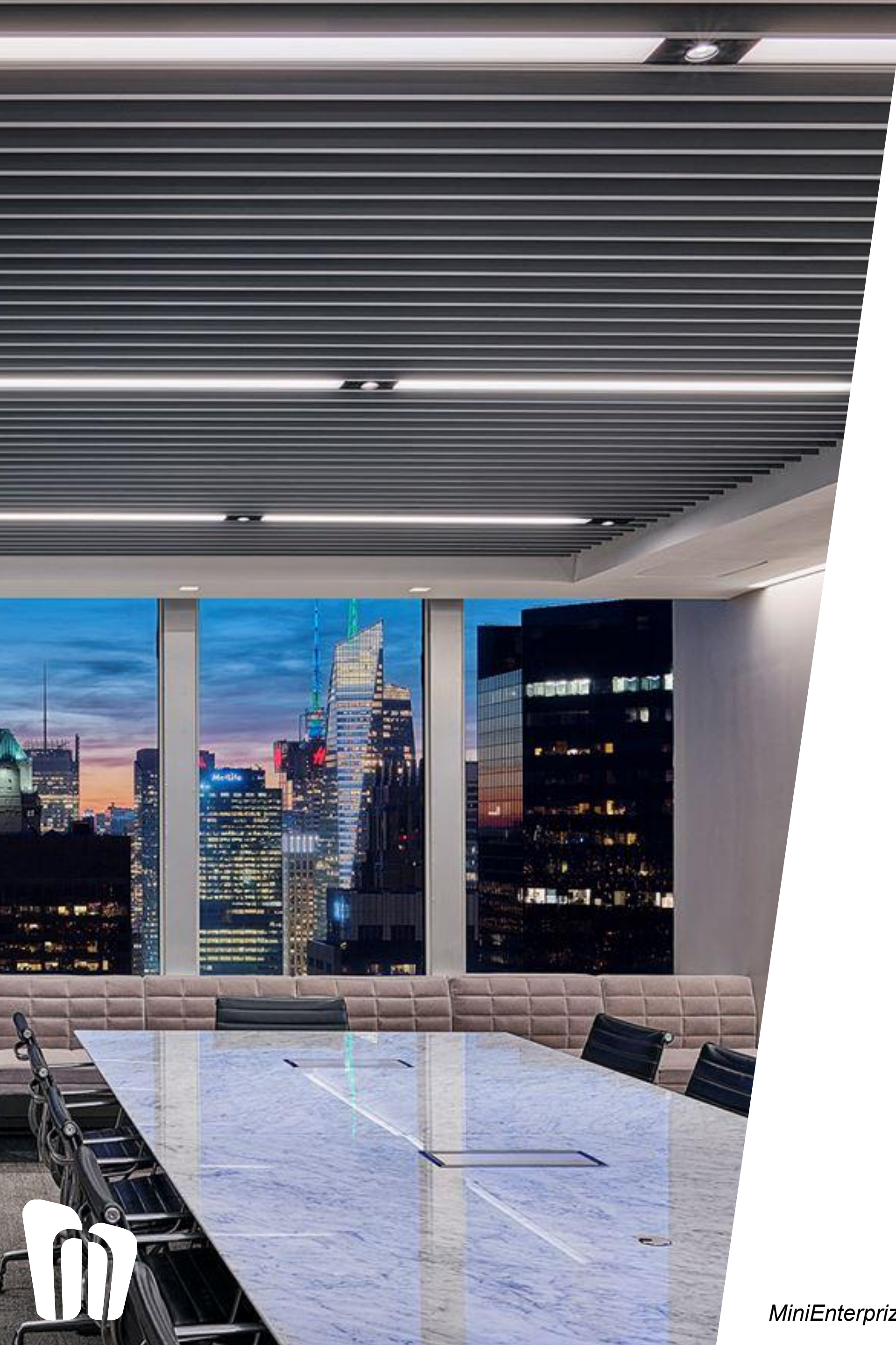
Implementation

Elaborate on tactics & details that will make strategy a reality.
Consider the best people, methods, time, and location.

- *How* should the plan be carried out?
- *How* much will this plan return?
- *Where* will this plan take place?
- *When* will it happen?

Components

- Implementation Plan / Timeline
 - Break the strategy into actionable steps
 - 4Ps Marketing Mix (Place, Product, Promotion, Price)
 - Be realistic and reasonable



Implementation

(continued)

- Implementation Timeline
 - Assign proposed strategies to a time frame
 - Timeline should follow the scale of fiscal periods, typically by quarter
- Financial Analysis
 - Outline costs associated
 - Provide financial justification (business benefits, economic profits, accounting profits, opportunity costs)



Risks & Mitigation

Risk and Mitigation plans should outline plausible risks of your proposed strategy as well as a comprehensive plan of how to mitigate them.

- Plan to address pitfalls of the recommendations your team has presented
- Outline the severity of risks and potential points of mitigation
 - Present in a table format outlining the probability, severity, and method of mitigation for each risk

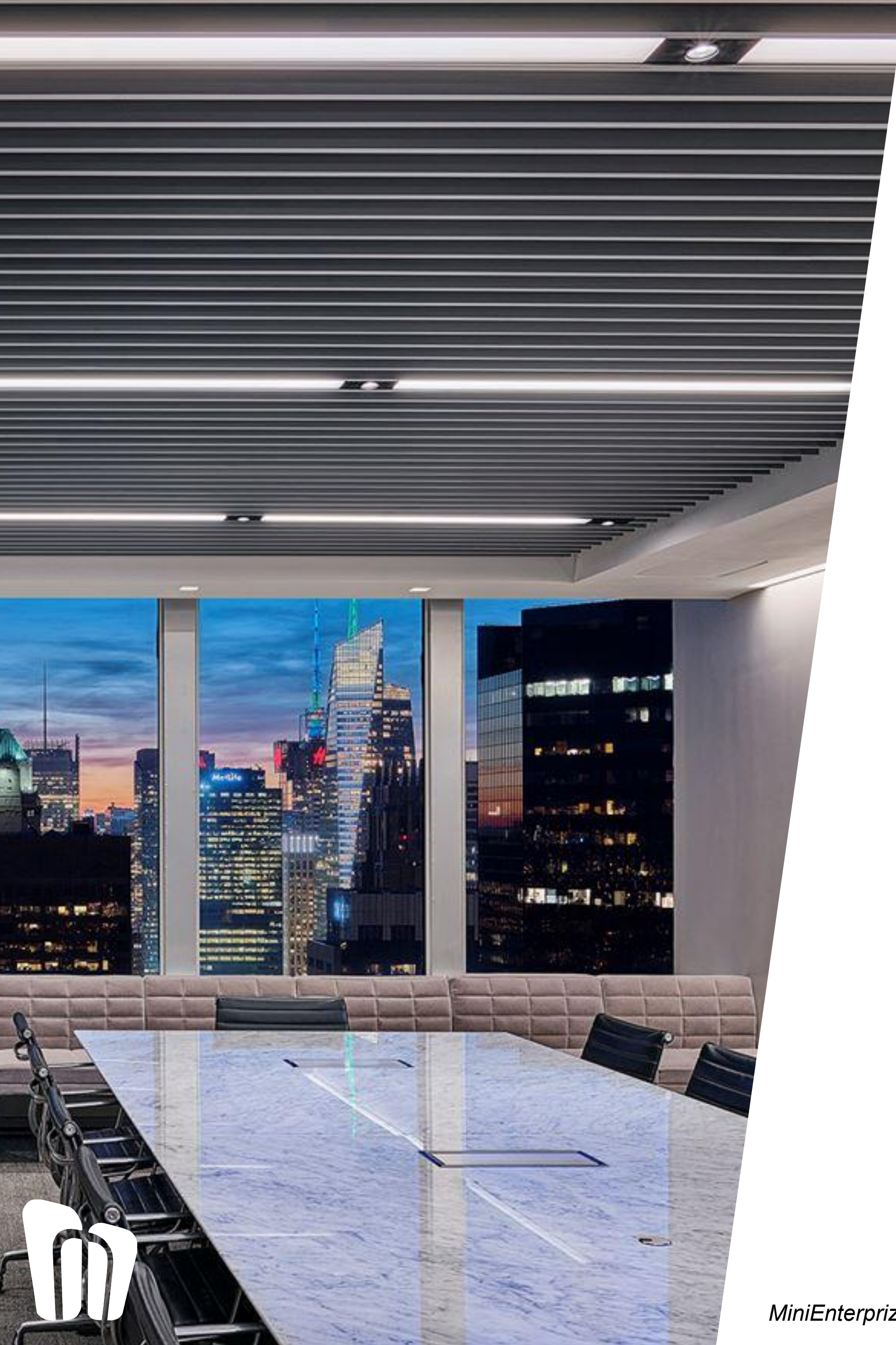


Conclusion

Your conclusion is your final impression to the judging panel. A well-organized conclusion is a key element to your presentation and it serves to tie up all loose ends.

- Summarize the presentation by reiterating key points; specifically, recommendations
- Succinct and impactful final slide that restates the goals of the company
- Note: Be careful and flexible with presentation times in the instance of miscalculated timing

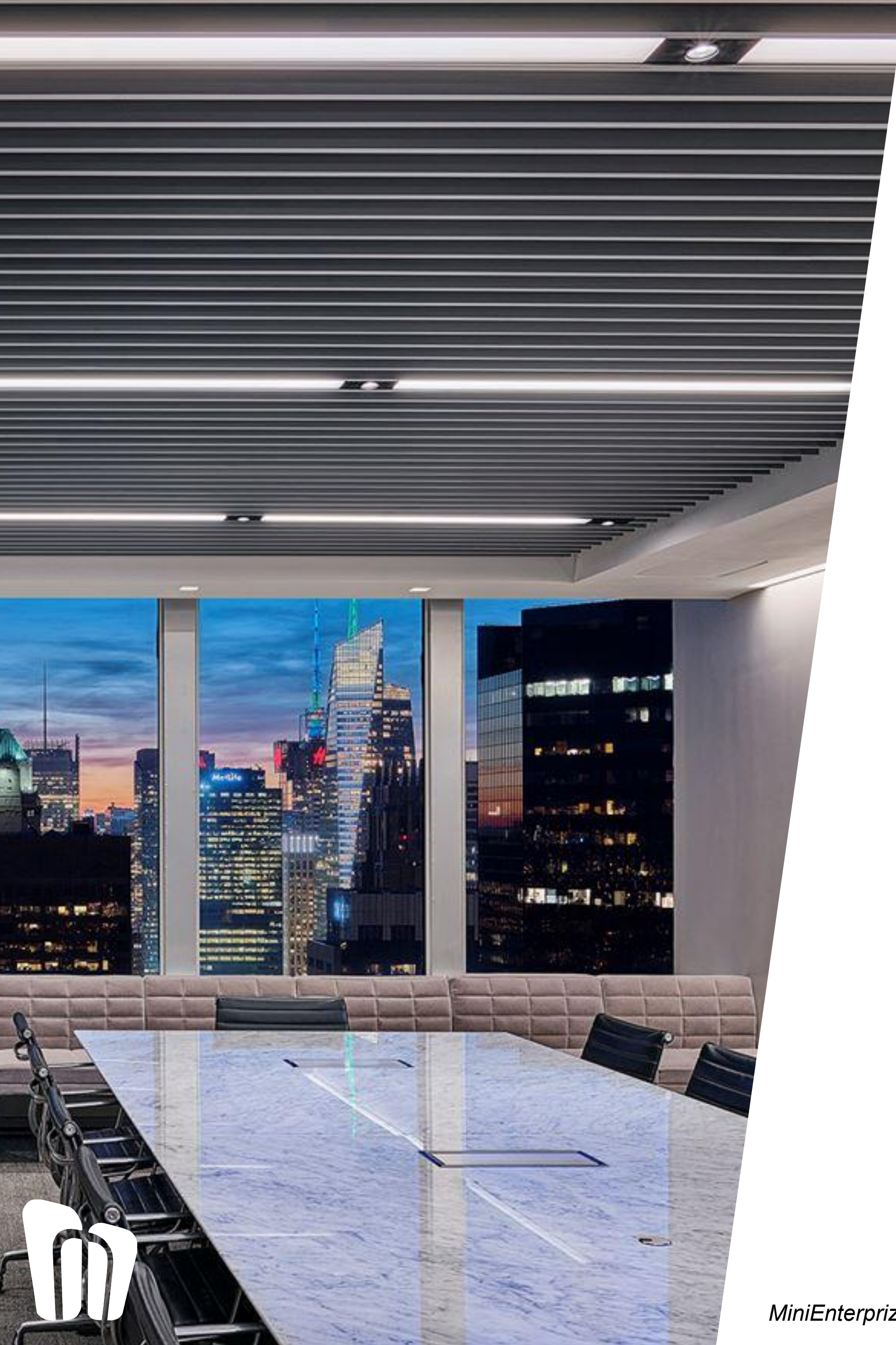




Presentation Tips for MiniE

- Confidence is key
- Talk at a steady pace
- Project your voice with clarity
- Employ body language and eye contact
- Aim for a strong hook and conclusion
- Include professional visuals
- Wear business attire
- Shake hands with your judge, thank them
- When answering questions, allow only one person to speak for each question
- Don't forget to smile





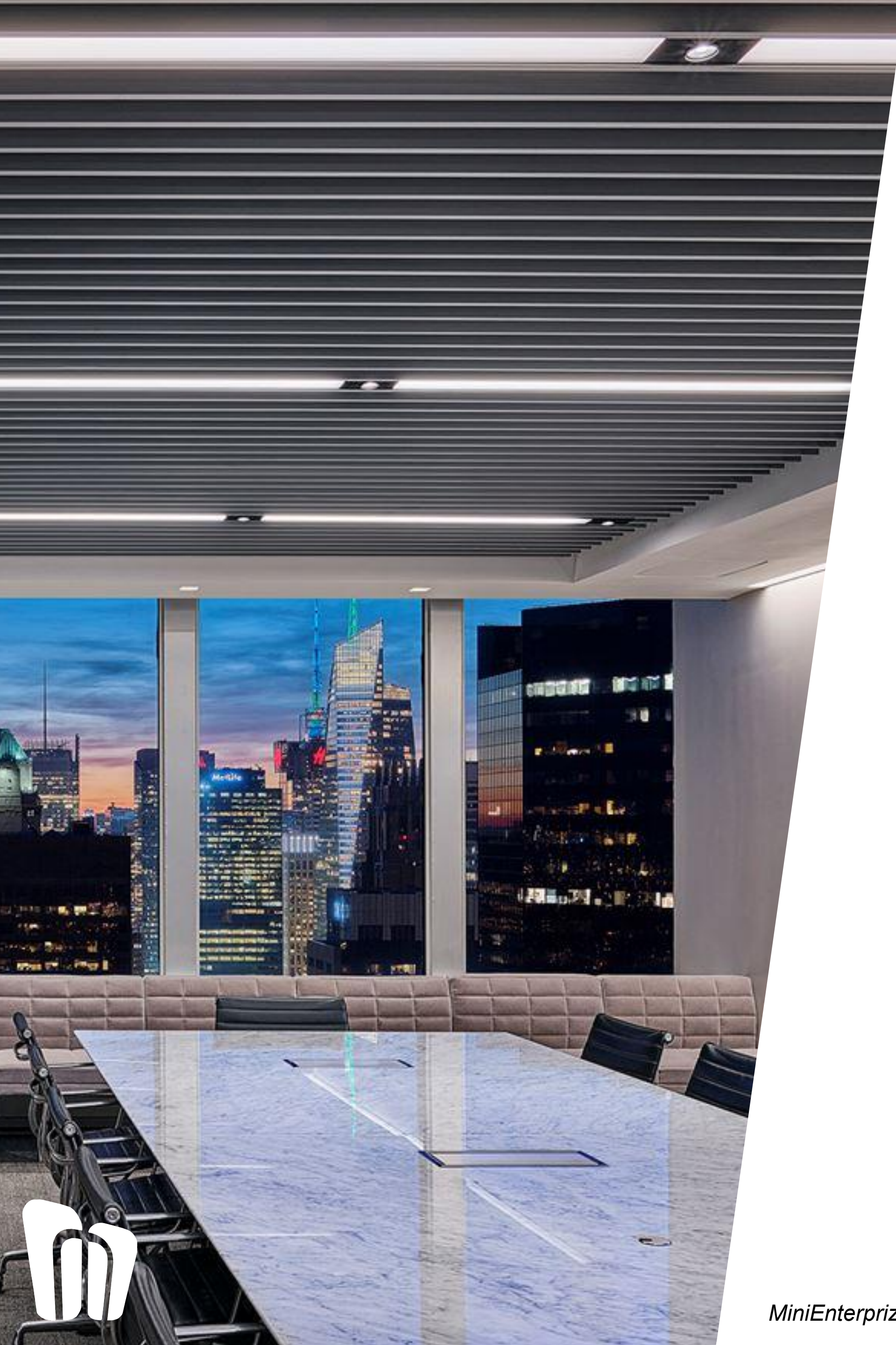
Teamwork

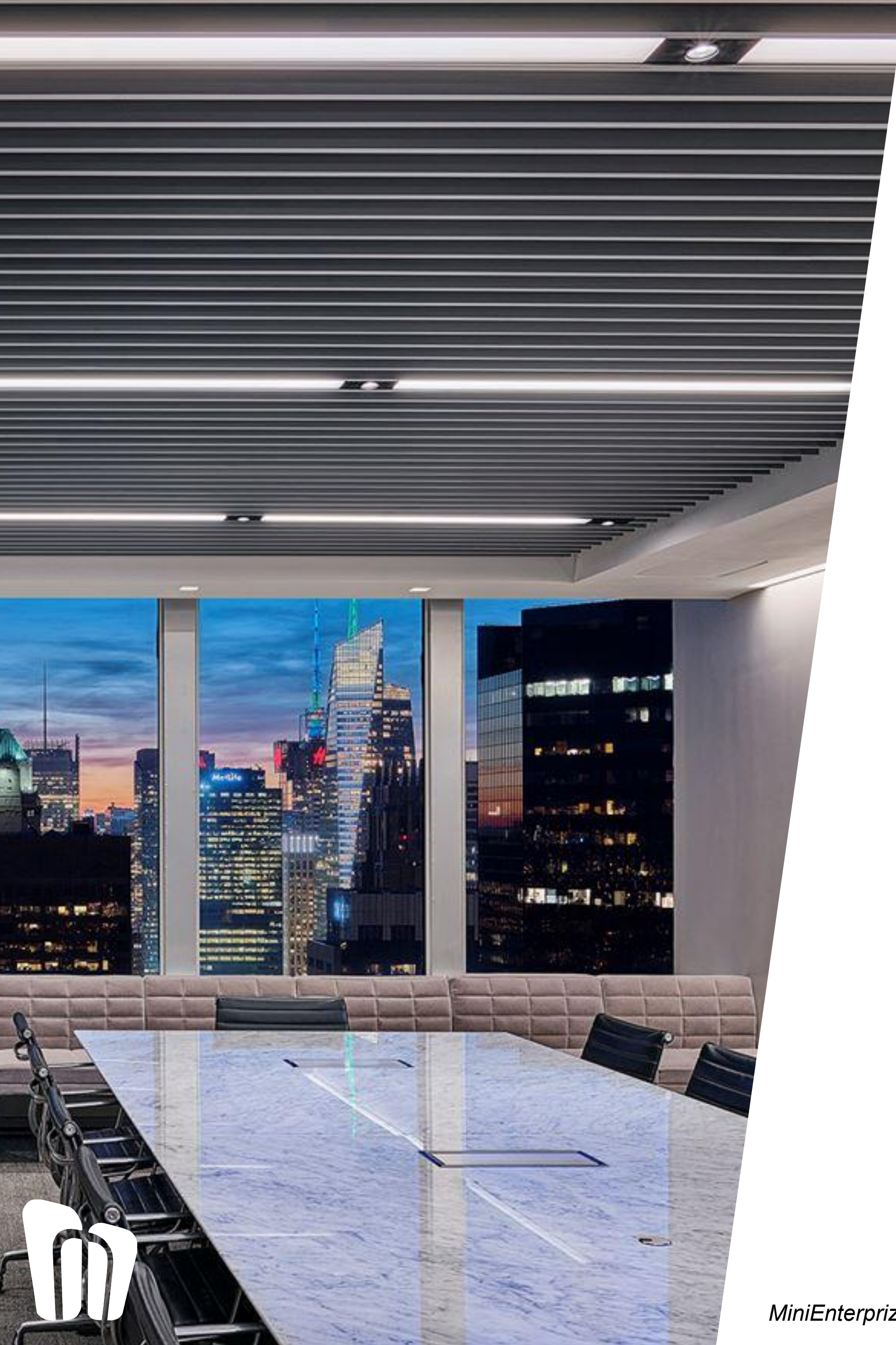
- **BE EFFICIENT:** If you know the strengths and weaknesses of your team members, it may be useful to assign different roles to members of your team, and have each person focus on a specific portion of the content of the presentation.
- **PLAN:** Talk about recommendations as a team so that everyone knows what is to happen.
- **BE OPEN-MINDED:** If someone on your team brings up something that might sound off, don't shoot it down; rather, suggest alternatives and go along with the flow. Teamwork is key!



Dividing Your Time

- Spend 10-15 minutes reading over the case.
- Spend 5-10 minutes talking with your team members about what you read and consider potential recommendations.
- A good chunk of time should be spent working on the content of your presentation.
- Leave 10 minutes for any last minute changes and to organize and prepare for your presentation delivery.





Other Tips

- Prepare or find a slide deck template, so that your team is ready to go.
- Ensure that you follow the general outline and format of a presentation!
- Be careful if you decide to include statistics, the judges may ask where those numbers have come from and you should know your source.
- Reiterate or generalize your points at the end.
- Avoid having lots of text on the screen. This will confuse judges and distract the focus of your presentation. Focus on delivering details verbally.
- Good luck!



