miniEnterprize 2026

“How to Case Competition” Guide

What is a Case Competition?

A **case competition** exposes high school students to many issues found in the realm of business and commerce. Your team must work together to analyze problems and create resourceful and innovative solutions. These solutions will then need to be put together in a presentation slide deck. Your team must then present your analysis and solutions to a panel of professional judges.

TLDR Schedule:

- 1.5 hour prep time
- 7 min presentation time + 3 min Q&A
- 1 hour prep time
- 7 min presentation time + 3 min Q&A
- Finalist presentations

| Competition Strategies

| Reading the Case Study

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 more minutes to read over important sections.
4. Highlight or underline key parts of the case.

| Comprehensive Content

Below are the components that make up a general outline for a standard presentation analysis. However, feel free take your own creative liberties while making your presentation.

Issue Analysis	**Implementation**
Internal Analysis	**Risks and Mitigations**
External Analysis	**Conclusions**
Recommendations	**Judges Q&A**

| Presentation Format

| Problem Statement

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.

- Title Page
- Agenda/Overview of Presentation
- Problem and Topic Introduction
- Identify Key Issues
- **Problem Statement**: Concise Description or Question of the Issue Being Addressed
    - EG: “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.

Technique #1: Porter's 5 Forces

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

Technique #2: SWOT Analysis (*Most Common)

SWOT analysis of a company is broken down into four main parts: the company's strengths, weaknesses, opportunities, and threats. A typical SWOT analysis is done through the chart shown on the next slide:

Internal Analysis: SWOT

Strengths	Weaknesses
The strengths of the company: • What does the company do well? • What is unique about the company? ◦ EG: location, excellent customer service, unique company branding.	The company's weaknesses: • What parts of the company could be improved? • What resources does the company lack? • What does the company lack in comparison to rival companies? ◦ EG: lack of demand, lack of capital, poor company branding.
Opportunities	**Threats**
The opportunities that the company can take advantage of: • What market opportunities are present? • How can you leverage your strengths? ◦ EG: strong customer loyalty, new market services.	The threats that can cause detriment to the company: • What is your competition currently doing? • How can your weaknesses be exploited? • What recent adverse trends are present in the market? ◦ EG: Market expansion from rival companies, economic slowdowns.

| External Analysis: PESTLE

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.

- **PEST(LE) Analysis** breaks down the external factors that affect the company. It is split up into five parts: political, economical, social, technological, legal, and environmental. When using this, it is important to ask this question: what factors, political, economical, social, technological, legal, and environmental, affect the company in either a beneficial or detrimental way?
    - Political: laws, regulations, political party in power.
    - Economical: prices, industry performance.
    - Social: consumer preferences.
    - Technological: new technological advancements.
    - Legal: corporate laws and other policies.
    - Environmental: new market trends.

| External Analysis: Target Market

Target Market Analysis identifies how or where your product fits into your company's current market. Target market analysis can be broken down into two sections:

- The company's consumer demographic.
    - Who are your company's core consumers?
        - What is the general age demographic of these consumers?
    - "Ideal" buyer persona.
        - Who is the 'typical' consumer of your company's product(s) or service.
- The feasibility of the company's product or service.
    - How feasible is the product or service?
        - How accessible is the product or service?

In Target Market Analyses, it is important to include the factors in your customer demographic, including:

- Age
- Gender
- Income
- Geographical Location

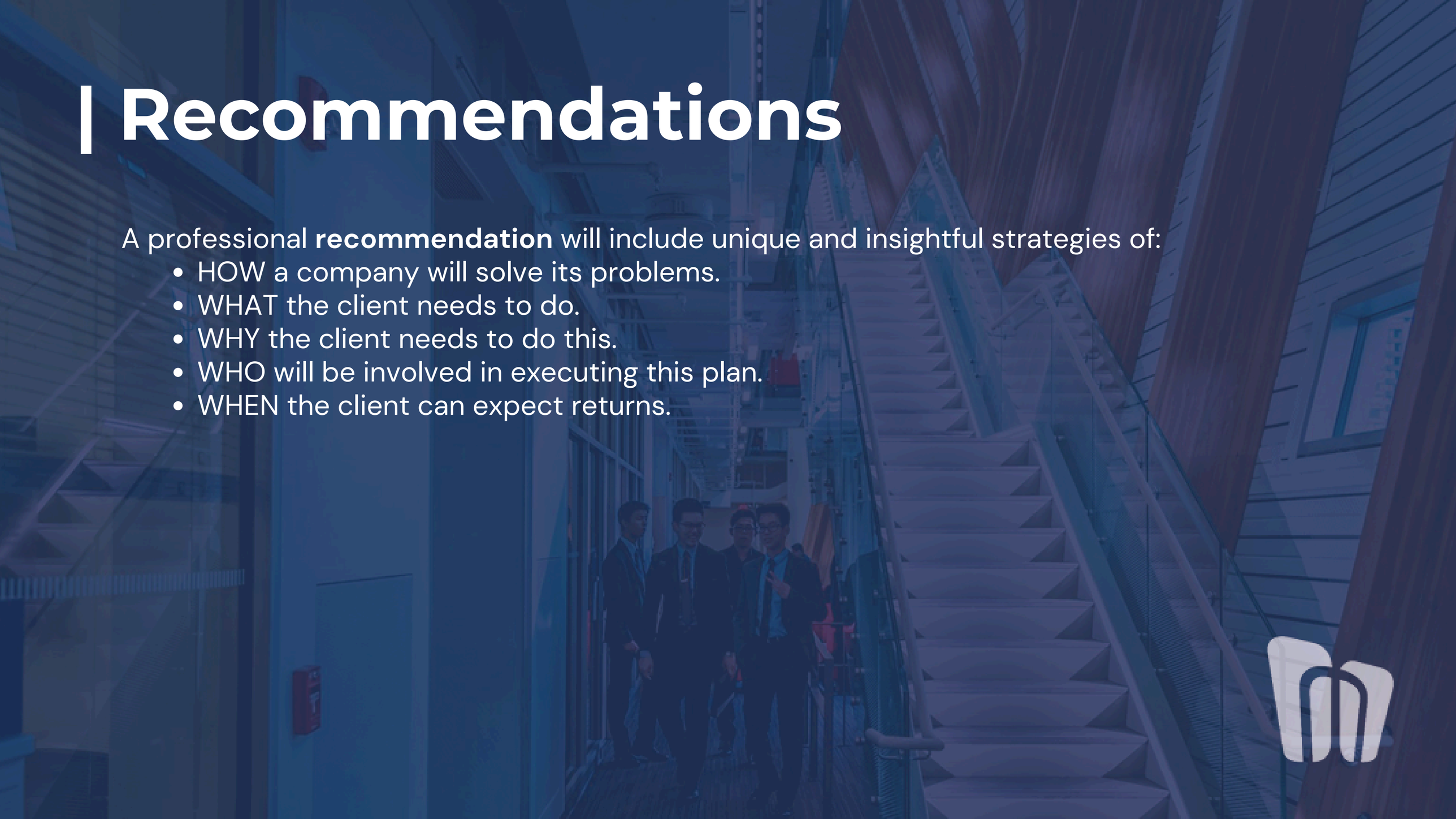
| External Analysis: Competitive

Competitive Analysis is an analysis of your company and product and/or service to those of your competitions. The purpose of competitive analysis is to highlight your company/product's unique value disposition in the market compared to your competitors. This will compare areas of advantage and disadvantage between your company/product and that of your competitors to display areas of improvement and also serves as a basis for potential recommendations.

| Recommendations

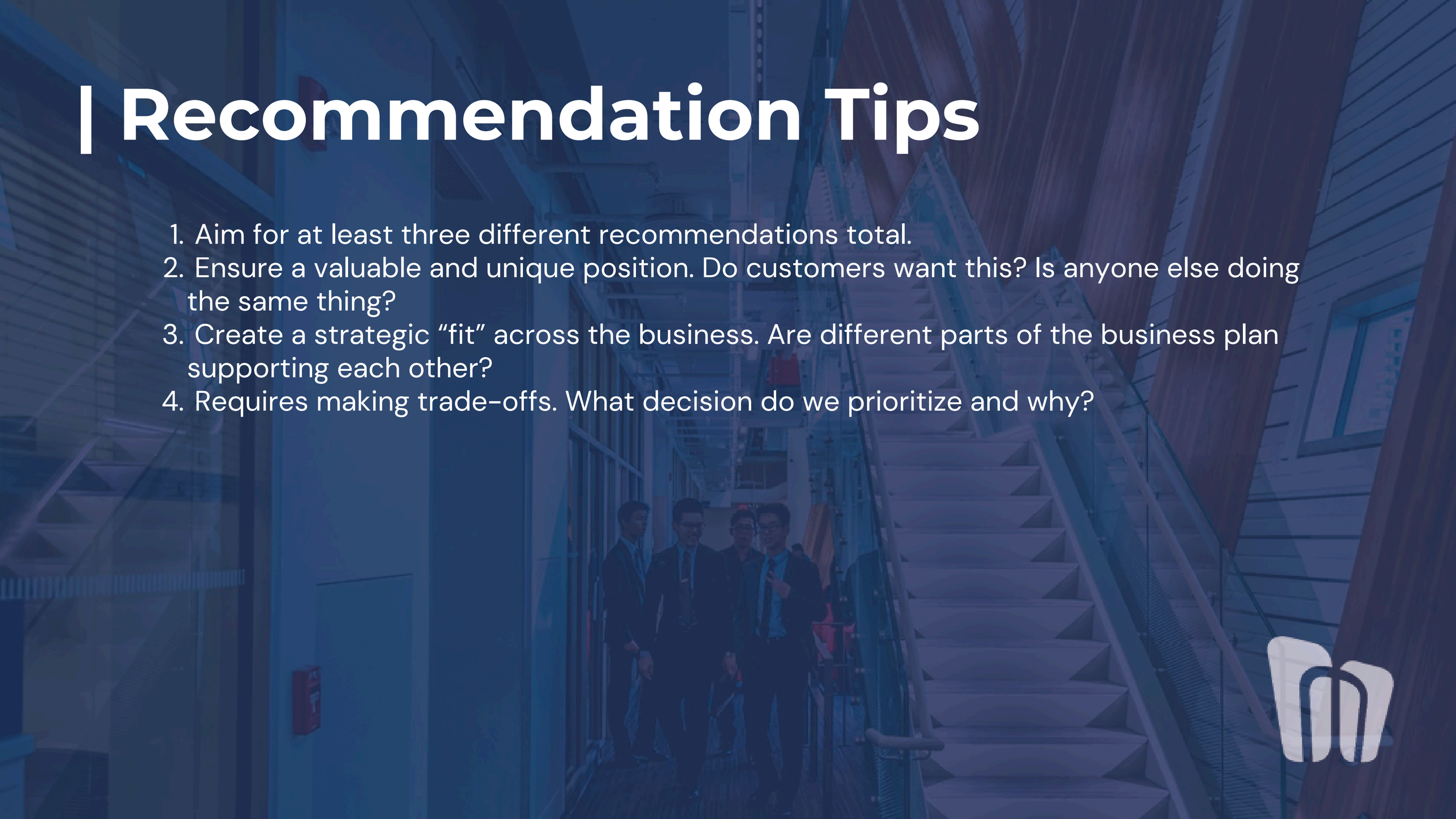
A professional **recommendation** will include unique and insightful strategies of:

- 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.
- WHEN the client can expect returns.



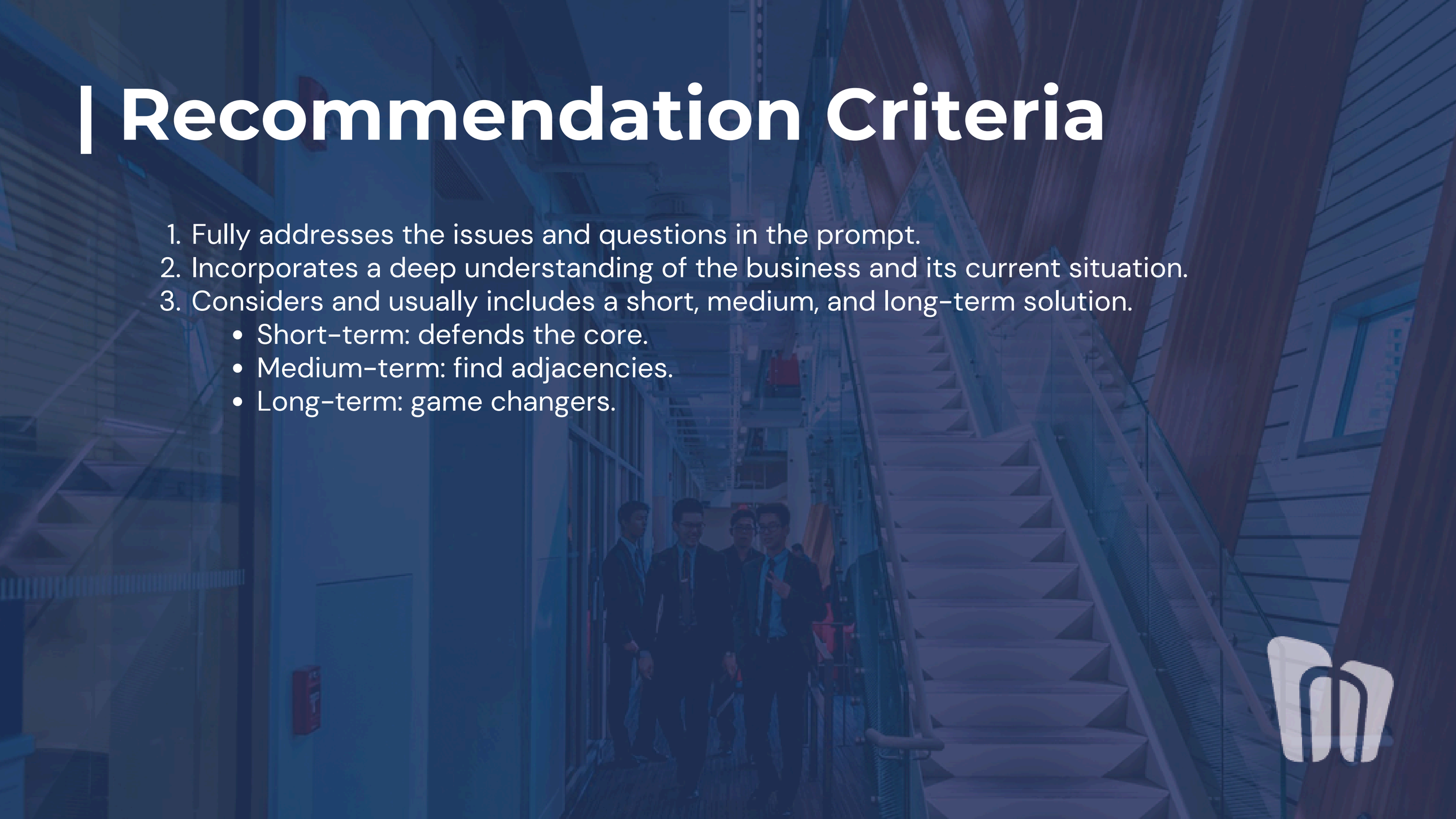
| Recommendation Tips

1. Aim for at least three different recommendations total.
2. Ensure a valuable and unique position. Do customers want this? Is anyone else doing the same thing?
3. Create a strategic “fit” across the business. Are different parts of the business plan supporting each other?
4. Requires making trade-offs. What decision do we prioritize and why?



| Recommendation Criteria

1. Fully addresses the issues and questions in the prompt.
2. Incorporates a deep understanding of the business and its current situation.
3. Considers and usually includes a short, medium, and long-term solution.
    - Short-term: defends the core.
    - Medium-term: find adjacencies.
    - Long-term: game changers.



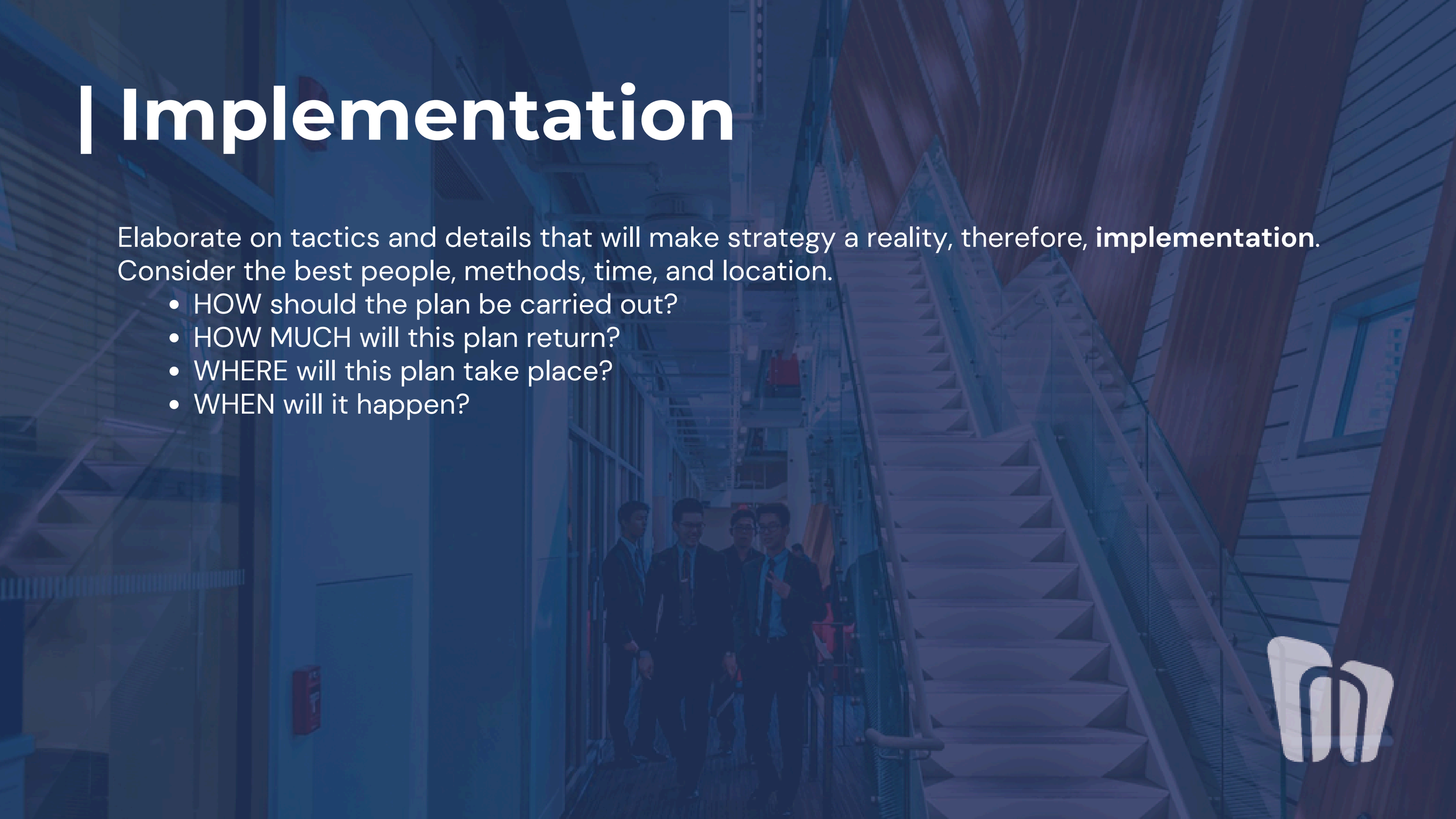
| Recommendations: Examples

Issue	Solution
Inconsistent product quality?	Production tracking system.
Increasing competitive pressure?	Product repositioning.
High employee turnover?	Employee engagement plan.

| Implementation

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

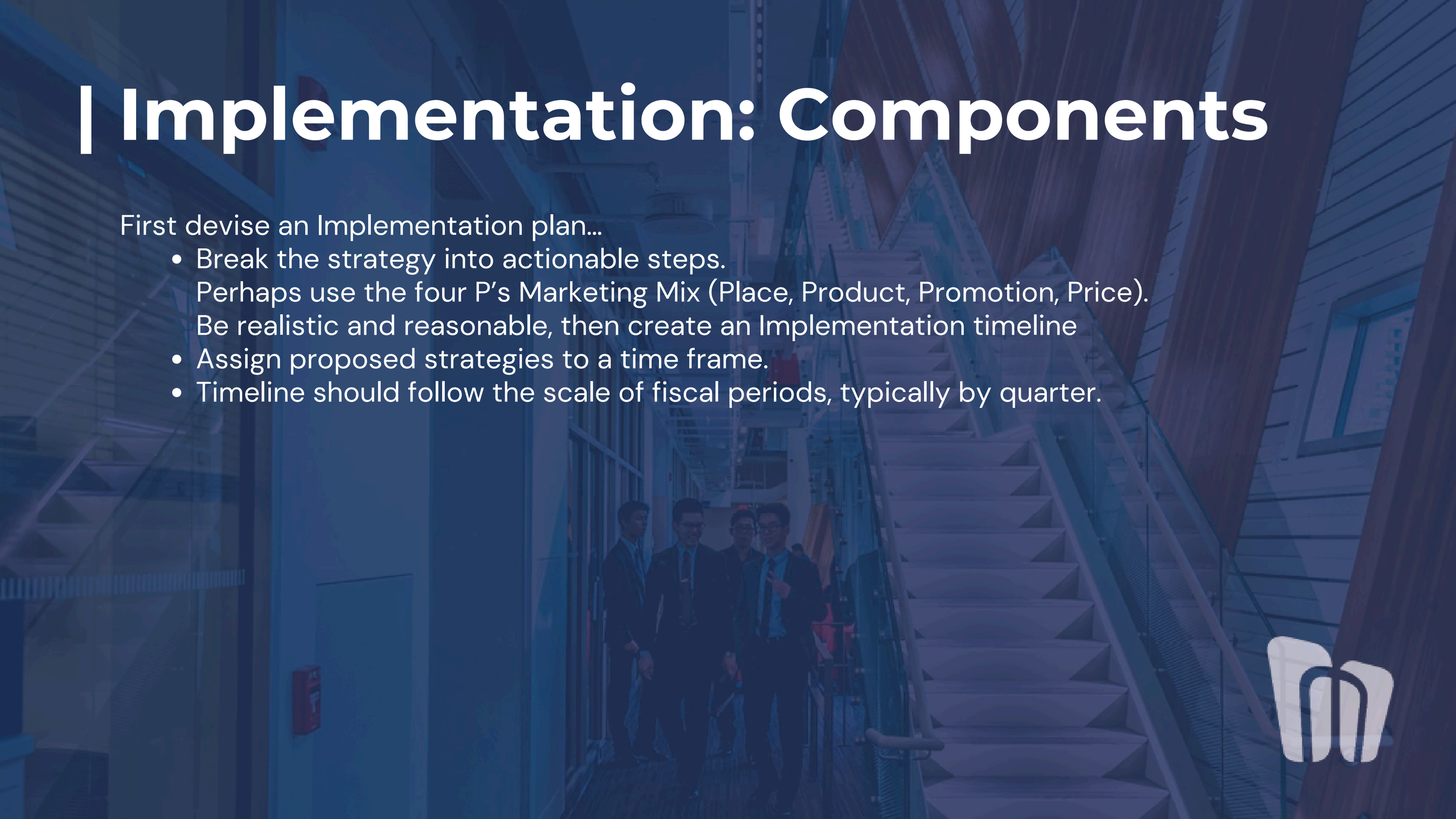
- HOW should the plan be carried out?
- HOW MUCH will this plan return?
- WHERE will this plan take place?
- WHEN will it happen?



| Implementation: Components

First devise an Implementation plan...

- Break the strategy into actionable steps.
  Perhaps use the four P's Marketing Mix (Place, Product, Promotion, Price).
  Be realistic and reasonable, then create an Implementation timeline
- Assign proposed strategies to a time frame.
- Timeline should follow the scale of fiscal periods, typically by quarter.



| Financial Analysis

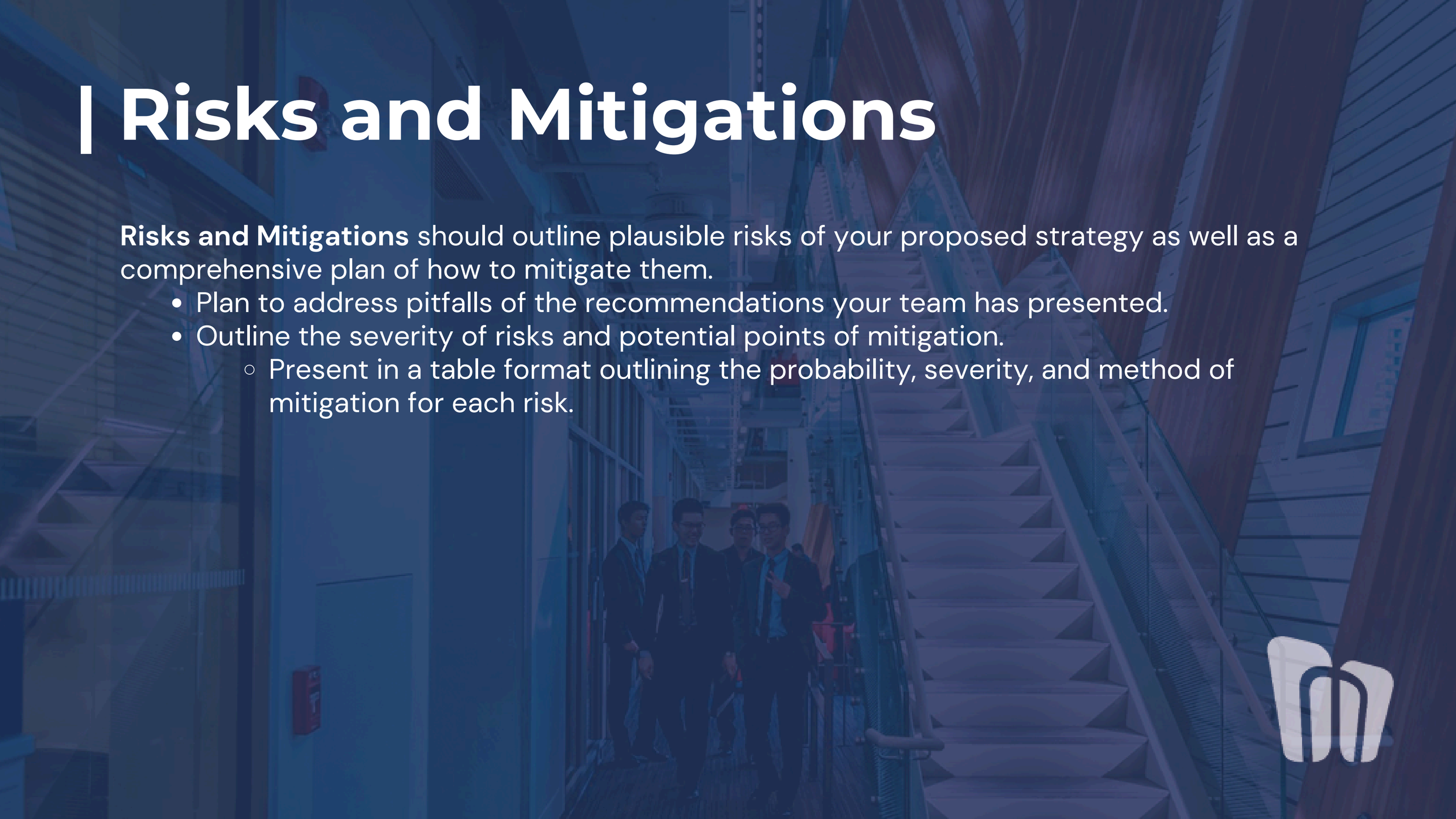
Included in your implementation is a brief **Financial Analysis** that:

- Outlines costs associated.
- Provide financial justification (business benefits, economic profits, opportunity costs).

| Risks and Mitigations

Risks and Mitigations 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.



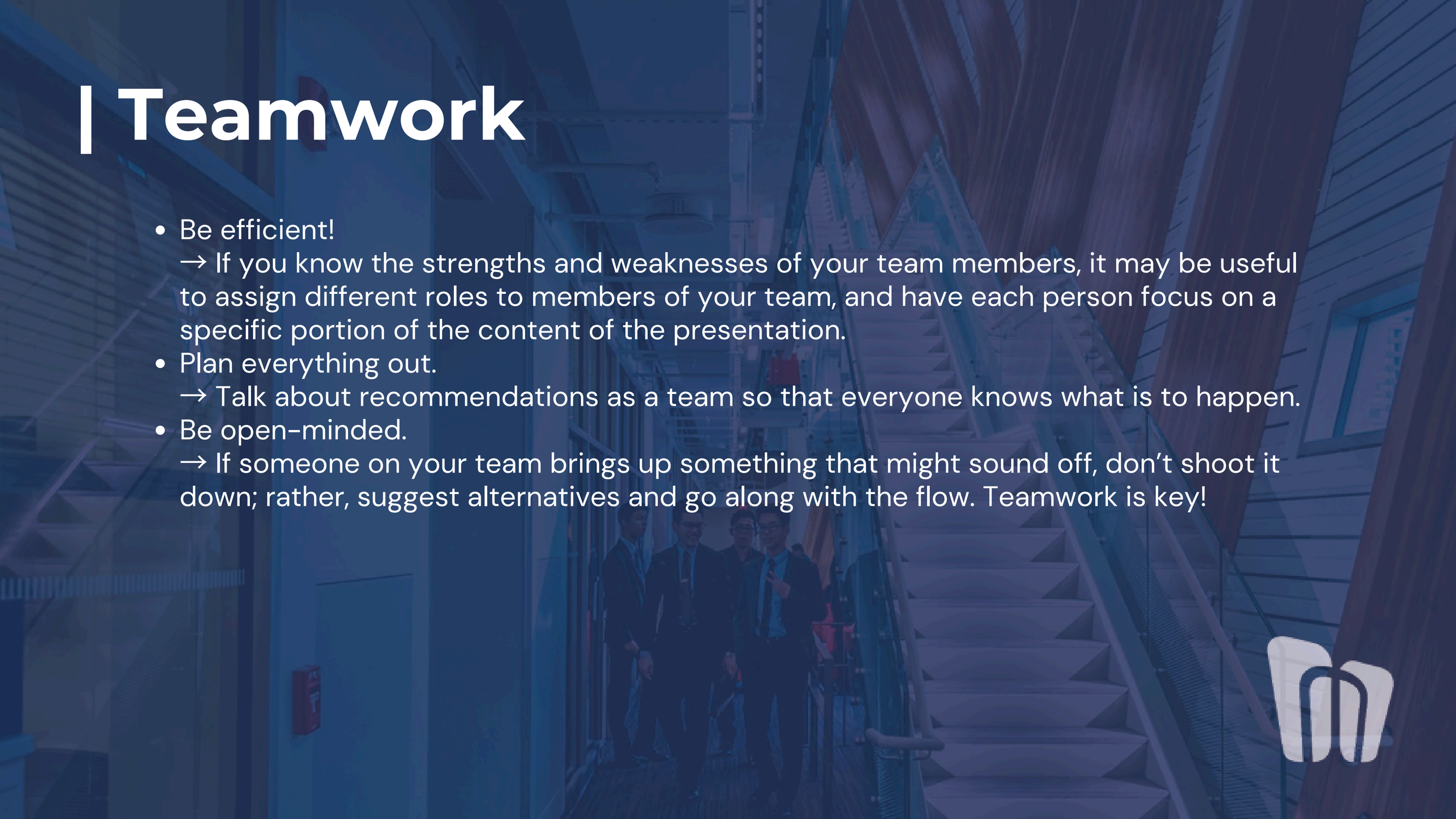
| Overall Tips and Tricks

Speaking Tips

- 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/slide deck.
- Wear Western business attire.
- Shake hands with your judges, thank them.
- When answering questions, allow only one person to speak for each question.
- Don’t forget to smile!

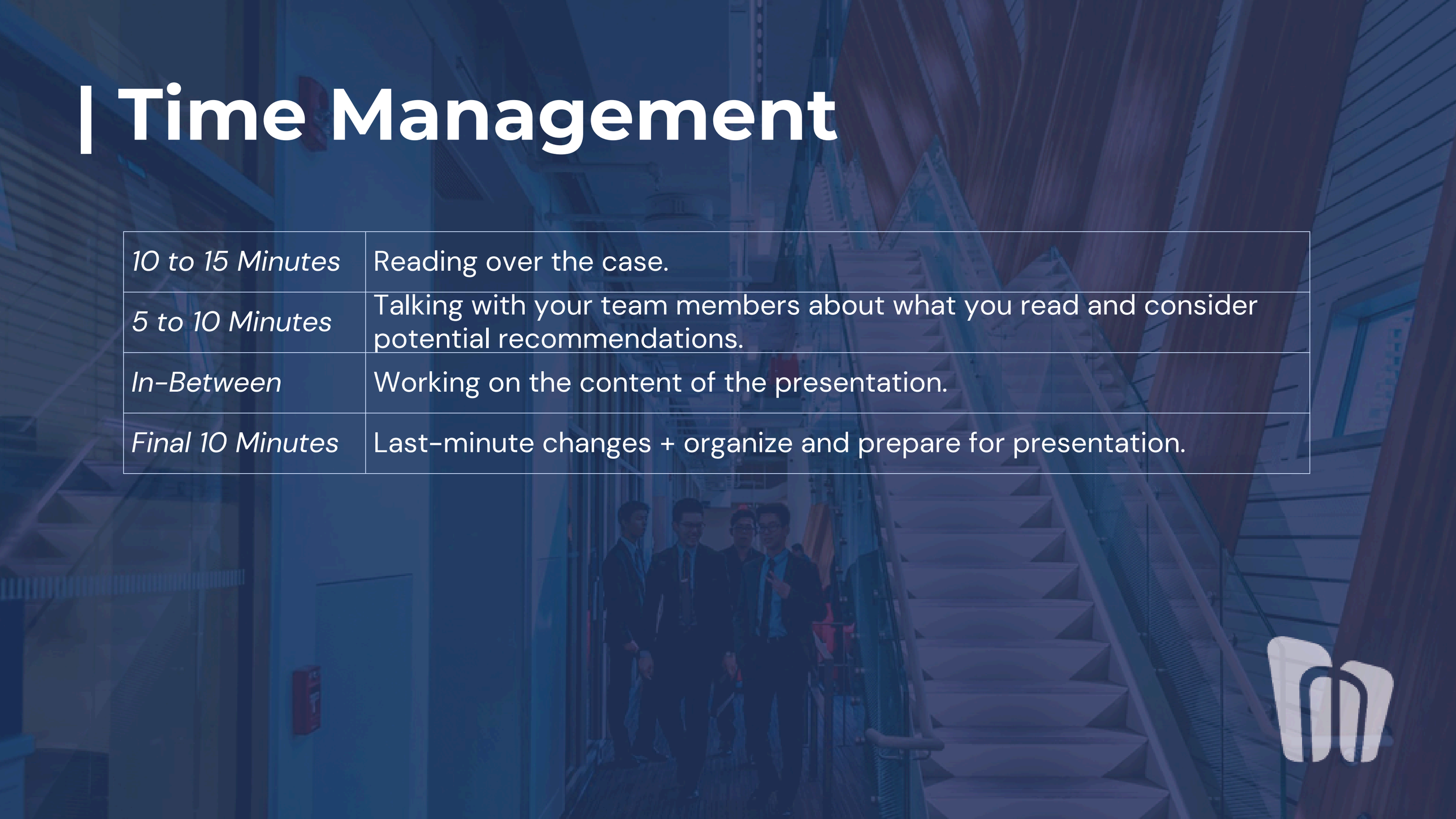
| Teamwork

- 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 everything out.
  → 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!



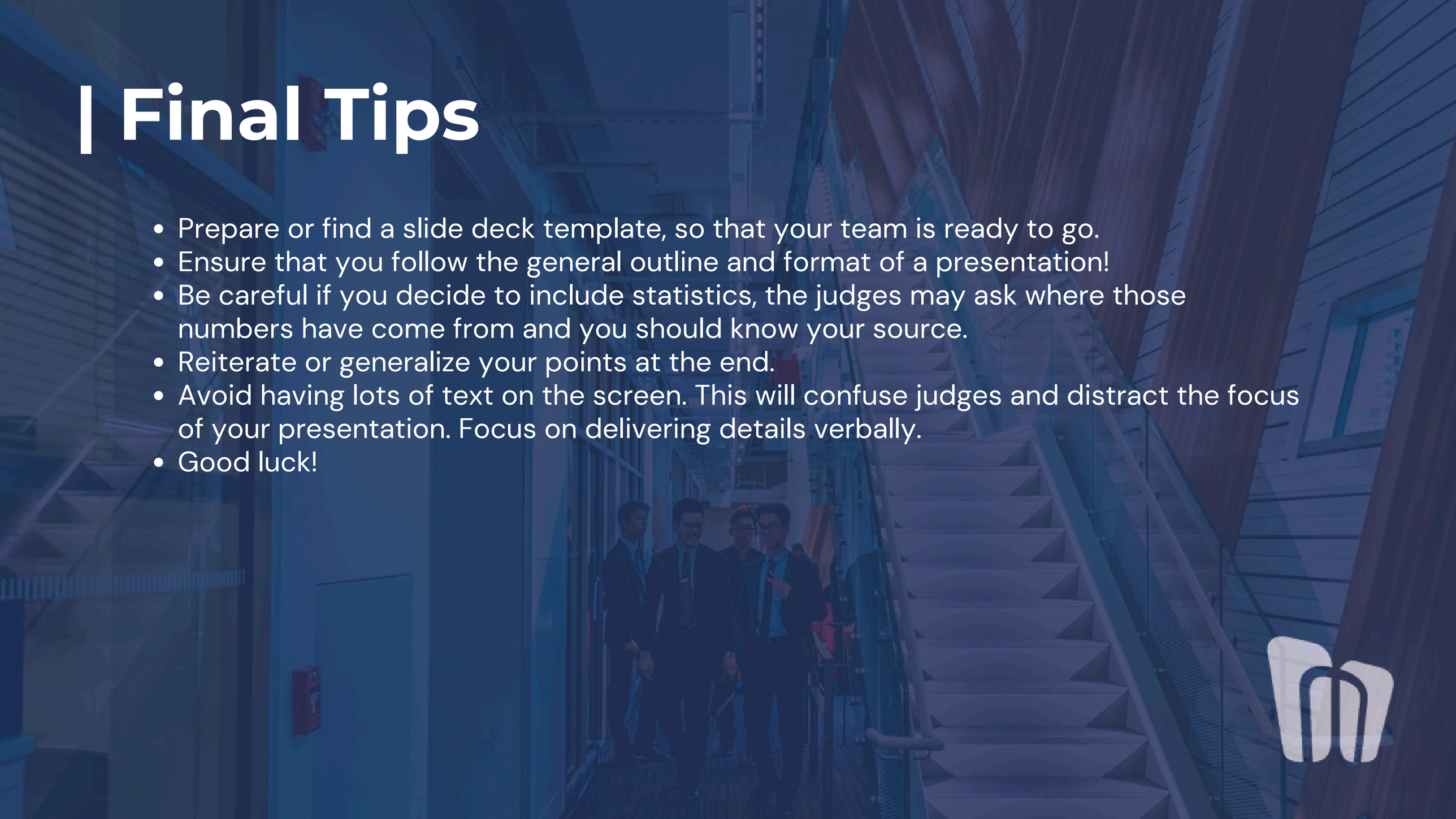
| Time Management

10 to 15 Minutes	Reading over the case.
5 to 10 Minutes	Talking with your team members about what you read and consider potential recommendations.
In-Between	Working on the content of the presentation.
Final 10 Minutes	Last-minute changes + organize and prepare for presentation.



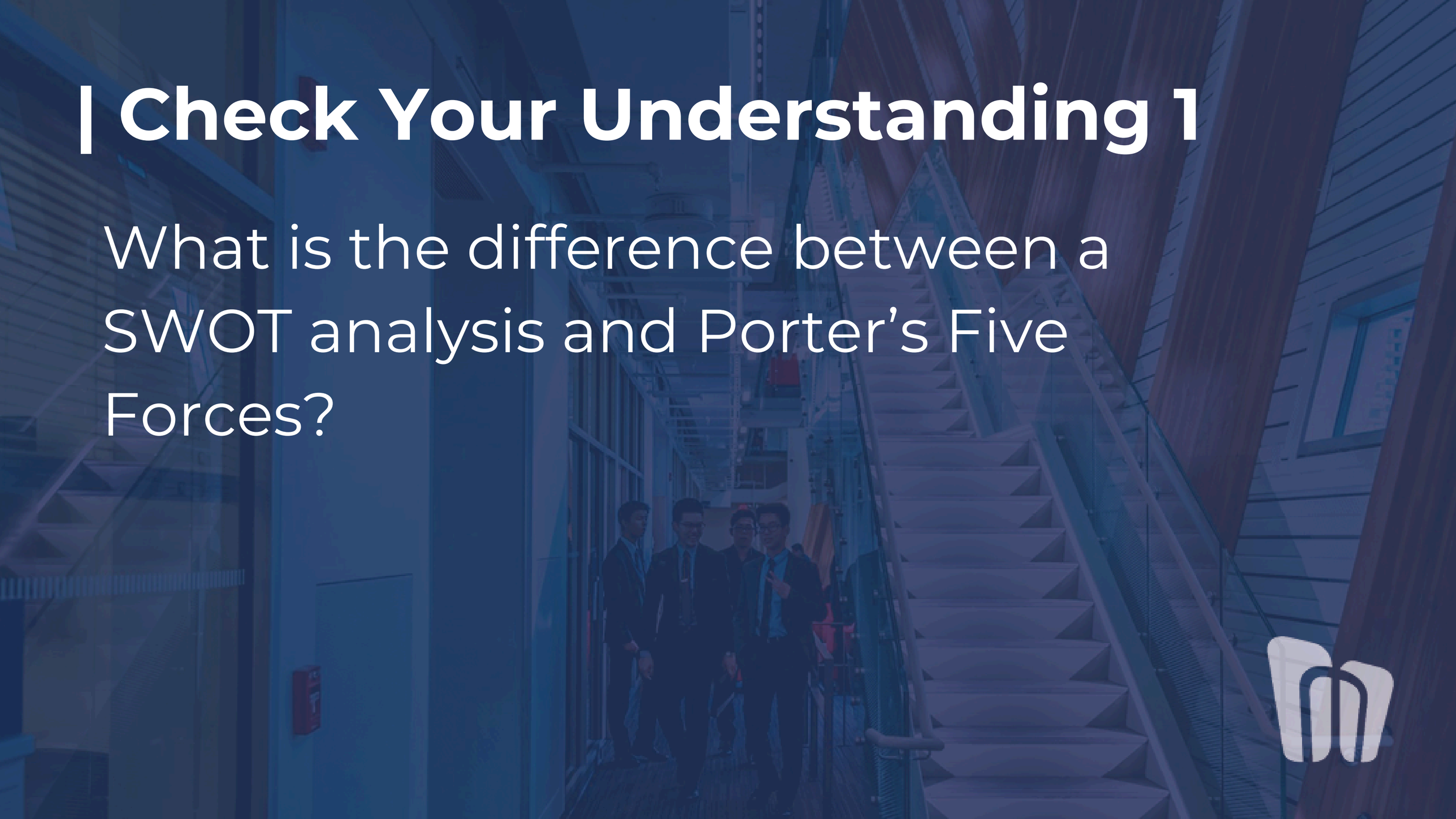
| Final Tips

- 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!



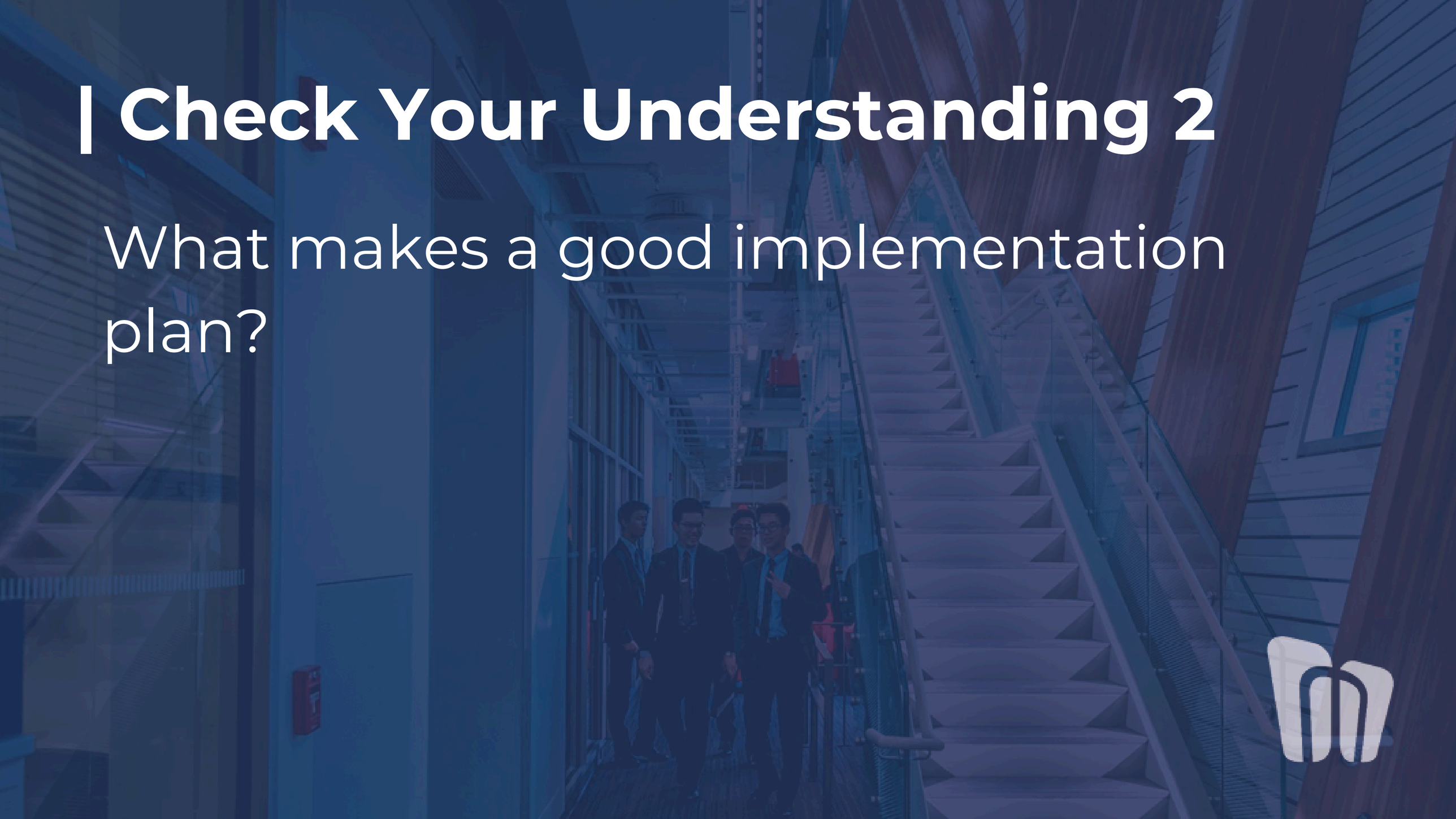
| Check Your Understanding 1

What is the difference between a SWOT analysis and Porter’s Five Forces?



| Check Your Understanding 2

What makes a good implementation plan?



| Your Turn

A local café wants to increase its customer base amid growing competition from Starbucks across the street.

a) How can they attract more customers?

Your Turn

A small company notices a dip in employee productivity with remote work.

a) What might have caused this?

b) How can they increase productivity?

| Your Turn

A gym is considering a loyalty program to retain members.

a) What's one key feature it should have?

Your Turn

A small company notices a dip in employee productivity with remote work.

a) What might have caused this?

b) How can they increase productivity?

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