



# 1<sup>st</sup> Annual Business Plan Competition

## Who Can Participate:

Any high school student residing in the Arnprior or McNab/Braeside area regardless of the school they attend. Note, entries can be by individuals or groups. (Sole Proprietors or Partnerships)

## Important Dates:

May 10<sup>th</sup> – Email [info@gacc.ca](mailto:info@gacc.ca) indicating your intent to submit a Business Plan for this competition.

May 27<sup>th</sup> – Submit a copy of your plan to Julie Campbell at [info@gacc.ca](mailto:info@gacc.ca)

May 30<sup>th</sup> – Presentations in the Walter Zadow PS auditorium for the GACC panel of Judges beginning at 4pm

## Prizes:

1<sup>st</sup> Place - \$1000    2<sup>nd</sup> Place - \$750    3<sup>rd</sup> Place - \$250

(Note: Prize money is for the entry, not per person. So, a team of 4 splits the money won evenly by 4)

## Required Elements:

### Written Report

Your written report should be succinct but include the following:

1. Brief description of your product or service
2. Identification of your target market
3. Analysis of the marketing mix. (4 P's – Product, Price, Place, Promotion)
4. A SWOT analysis (Strengths, Opportunities, Weaknesses, Threats)

### Additional Elements

1. Copies of advertisements referenced in your marketing mix. (Print, Video, Radio are all acceptable, but be prepared to discuss costs associated with each)
2. Presentation highlighting key elements of your written report

### Evaluation

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|-------------------------------------|----------|
| Written Report including Cover Page | 20 Marks |
| Advertisements accompanying report  | 10 Marks |
| Presentation                        | 10 Marks |
| Originality                         | 10 Marks |

Should you have any questions about this competition, please call 613-623-6817 or email [info@gacc.ca](mailto:info@gacc.ca). Good Luck!