**Business Enterprise Competition 2018**

**Marking Scheme for PROPOSAL**

**Stage 1**

2,000 Word Document - Marking Scheme

Guidelines for drawing up your entry

**Uniqueness of product/idea proposed: - 25%**

Unique and innovative idea

High level of creativity

Evidence of suitability of the product for the intended use

**Understanding of the market that the business is targeting: - 25%**

Clear knowledge of the market (evidence of use of Market Research- Questionnaire/Survey)

Who are the customers you are targeting (market segment)?

Who are your competitors? How much does your product differ to theirs?

**How will you launch this product to your target market? - 30%**

How was your product launched?

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 a Facebook page (number of likes and shares)

**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**

**Social Media Marketing and Presentation - (FINALISTS ONLY) Marking Scheme**

**Teams should have no more than 4 members represented on the day of the competition.**

**Business Idea document - 50%**

(Examined under business idea marking scheme)

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

Development and utilization of a Facebook page

Number of followers and number of likes on your Facebook page

Interaction with Facebook followers

**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%**