

Pink & Smokey



Colourful, Creative
Contrasting...

Pink & Smokey

Griffith College

Business Enterprise Competition 2015

For further information, please visit:
www.griffith.ie/BusinessCompetition2015
Or contact Edel Irvine at
edel.irvine@gcd.ie / 01 4150415



GRIFFITH COLLEGE

Griffith College Dublin wishes to challenge and reward creative, enterprising secondary school students from transition year, 5th year and 6th year across the country. We want you to develop a business idea/product, use your social media marketing skills to promote your idea, and then present to a panel of judges and display your idea/product on Tuesday 10th March 2015.

Competition Details

In teams of no more than 4 people, you are required to describe your enterprising business idea/product in a document of no more than 2,000 words (see marking scheme on reverse side). Entries will be shortlisted with successful applicants then moving to Stage 2 of the competition.

In Stage 2, the shortlisted teams will be required to use their social media skills to market their business idea by creating a Facebook page and promoting it to as wide an audience as possible. Teams will then be invited to present their ideas to a panel of experts. Teams are encouraged to bring supporters from their schools and families for the day. In addition, the shortlisted teams will then be required to display their business idea/product in a pop up display on Tuesday 10th March 2015.

NB - On the 10th March, school supporters will also be given the opportunity to attend business workshops designed by our Business faculty to provide an educational and interesting taste of third level life.



Prizes

1st Prize

The team will receive €500 and their school will be awarded the Griffith College Business Faculty Enterprising School Perpetual Trophy.

2nd Prize

The team will receive €300.

3rd Prize

The team will receive €200.

Deadline

Applications should be received no later than **Friday 13th February 2015.**

Application Further Information

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Winning Teams

2014 Winners

Pink and Smokey

Newbridge College, Newbridge, Co Kildare
Niamh O'Donnell, Megan O'Neill and
Aimee Carpenter



2013 Winners

Squeazy

St. Clare's Comprehensive School,
Manorhamilton, Co Leitrim.
Matthew Hewston, Fergus Munday and
Luke Sheridan.



Marking Scheme for PROPOSAL

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

Interesting and knowledgeable discussion

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

Clear knowledge of the market

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

Identify the customer needs

Who are your competitors?

How will you launch this product to your target market? - 25%

Unique ideas in launching the product (most appropriate)

The feasibility of this promotion to reach target customers (include social media element)

Utilise social media by setting up a Facebook page (number of likes and shares)

Promotion of your product

Organisation of Written Presentation: - 25%

Level of research

Clear discussion (professional in content)

Free of grammatical and typing errors

Adhering to the guidelines of the competition

Total - 100%

Marking Scheme for FINALISTS

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

Oral Presentation - 30%

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)

Business Idea document - 50%

(Examined under business idea marking scheme)

Social Media / Marketing - 20%

Development and utilization of a Facebook page

Number of followers and number of likes on your Facebook page

Interaction with Facebook followers

Total - 100%