

CRITERIA FOR COMPETITION EVALUATION

1. BUSINESS IDEA (Annex 1)

- a. **ORIGINALITY, INVENTIVENESS**– a new product/service or improved existing product/service
- b. **SOLUTION OF CONCRETE PROBLEM** – independently or in connection with economy, local environment; functionality

2. BUSINESS PLAN – PPT (Annex 2)

3. ADVERTISEMENT MATERIALS

Printed forms and other advertisement materials (leaflets, flyers, catalogues, brochures, business cards, ... enhance marketing effectiveness). Advertisement materials are to be designed and made by students and not by professionals.

According to Copyright Act you are kindly requested to quote the source under your photo or use your own photos.

Interactive electronic promotional materials includes: TV advertisements, radio advertisements, PP presentation, FB, Instagram, emailing,...

Practice enterprises are asked to upload promotional material until 15th February 2023 on Google drive. You will be given the link after your registration for the fair.

Audio-video advertisement will be displayed (radio spot, video spot, PP presentation ...). According to the new criteria for competition evaluation you are kindly requested to upload your promotional material until 15th February 2023 on Google drive. You will be given the link after your registration for the fair (until 20th January 2023). Application Form for the Fair must be filled until 20th January 2023 ([link](#)).

You are asked to upload on Google drive:

1. Catalogue
2. PPT (PDF format)
3. Video and audio data file can be loaded on your favourite server. Only active links to your materials must be given to World file "Materials." Links to social media and website address must be also given to this database.

Photos must be in jpg. format

FAIR PERFORMANCE

STAFF

1. PERSONAL APPEARANCE (unitary clothing and adequate accessories, using the firm's logos)

2. COMMUNICATION AND RELATIONS TO VISITORS

The staff are to be

- self-initiative
- persuasive and professional (sale effectiveness)

The maximum number of staff at the stand is four. The presence of the trainer during the time of evaluation is not necessary.

3. ABILITY TO COMMUNICATE IN THE ENGLISH LANGUAGE

4. ANIMATION FOR VISITORS

- a) Prize games
- b) Promotional gifts
- c) Product testing

STAND

Originality in setting up and appearance of the stand in connection with the business idea

- a. DESIGN
- b. GRAPHIC DESIGN – appropriate colours and material
- c. PRODUCT/SERVICE DEMONSTRATION

Persuasiveness of sales pitch is important.

Annex 1

EVALUATION SHEET OF PRACTICE ENTERPRISES (PE)

For international and national competition

	Business idea (80 points)				Fair performance (40 points)		
PE's Name, School	Originality of business idea*	Business plan - PPT*	Advertisement materials*	Introductory interview**	Staff (Communication and relations with visitors, appearance, animation of visitors)**	Stand (originality in setting up and appearance of the stand in connection with the business idea) **	TOTAL POINTS
	1-5	1-5	1-5	1-20	1-5	1-5	

* evaluation before trade fair

** evaluation at the trade fair

*** Additional criteria for evaluating **the originality of a business idea**:

- Originality / complete originality

Is it developing an UP idea that is new or already exists in the market? It can also be an improvement on existing products / services - it can also be a good business idea.

- Usefulness

Does the product / service solve a specific problem? Does it meet the needs of users?

- Potential Market Share / "Local - Global"

The business idea shows the potential market share.

- Feasibility

The actual feasibility of an idea: Does the company have the resources, employees, knowledge, resources?

- Profitability

Market size? Is the price right? Is a monthly profit guaranteed?

- Unique value

Does the product / service have a "unique value" that sets it apart from the competition? We are looking for original added value ... is it price, design, usability, etc.?

**** Additional criteria for evaluating **promotional material**:

- video ads (max 45 sec)
- radio ads (max 30 sec)
- can be recorded on the phone
- Web page,
- FB,
- Instagram,
- printed materials (brochures, catalogs, business cards, jumbo posters, leaflets ...)
- emailing.

When creating promotional material, the focus should be on the service or activities rather than the team.

Annex 2

Instructions for preparing a unified PP presentation of a business plan

The purpose of these instructions is:

- assist mentors and students in practice firms (PF) to make a simple business plan
- the assessment jury with the unified contents of the business plan presented with the PP, to facilitate the work in assessing the PFs, which they do before the day of the fair.

Suggested slides: 7 to 10

Format: graphic design and animation aesthetic and adapted to the content

Suggested slide content:

1. A description of the PF (1 slide) - in some (up to 3) statements on one slide, to present what we will do to generate revenue with the company and how we will do it.

2. Product / service description (1 slide) - in a few words, say:

- What are our products or services specific in comparison with competition,
- how we will improve them in the future,
- how to protect them and lower production costs or costs of services.

3. Sales * (up to 3 slides) - briefly present:

- size and orientation of the sales market (region / country / EU / world),
- sales potential (% of buyers on the market),
- competition (their position, strengths, weaknesses),
- positioning.

* When designing a business model, we try to follow the original business idea, from which we anticipate business success. Of course, it is difficult to plan on the market for PFs dealing with a wide range of diverse activities, so we have a more realistic environment in our sales market survey. For example: we have a company that deals with the production and sale of wooden frames for spectacles and we are studying competition in the planned sales market, even if there are none at all among the PFs.

4. Promotional plan (1 slide) - briefly present

- the main message of communication (low price, highest quality for the lowest price, reputation, affiliation ...),
- communication channels (TV / digital media / social networks / press / PR),
and with a link (link) to show:
- one or more examples of promotional material (leaflet, website, FB page, video ...).

5. Employee ** (1 slide) - show:

- the tasks of existing employees and

- the need for staff in the future (what they will be employing, what kind of profile they will look for in the labour market).

** The structure of employees in PFs (accountants, management, purchasing and sales professionals, staff, secretaries ...) enables students to acquire the necessary skills for the tasks at these workplaces and is adapted to the curriculum. At this point, of course, we have in mind the cadre that corresponds to the business model of our company. In the above-mentioned case, for example, this would be employed by woodworking technicians, opticians.

6. Financial plan (up to 3 slides) - Indicate explicitly:

- financing of start-up and continuing operations (where to get the money);
- capital structure (own resources / foreign sources),
- cost management (production, distribution, logistics, personnel, financing),
- the planned point of failure (when we expect to achieve revenue to cover costs by selling).

Celje, december 2022