

Ontario Secondary School Business Plan Competition

Information Package

BUSINESS ADVISORY CENTRE

210 Wolfe St.

Peterborough, Ontario K9J 2K9

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Overview

The Ontario Secondary School Business Plan Competition is an opportunity for Ontario high school students to create a business plan and compete with their peers locally (and throughout the Province of Ontario) for cash awards and recognition.

A panel of business leaders and competition sponsors judge the submitted plans. Students who submit a business plan will compete with other students from across Peterborough County for cash prizes:

- \$500 for 1st place
- \$200 for 2nd place
- \$100 for 3rd place

The competition is open to all students, regardless of stream of study. Past participants include entire classes who have submitted plans that have been part of their business course curriculum, students who are taking business courses, as well as students enrolled in a wide variety of non-business courses.

Regulations

- All plans must involve a business idea that is original and based on the independent thinking of the applicant(s). Duplicating or copying an already existing business or franchise is not permitted.
- Group submissions are limited to a maximum of four students per plan.
- Prizes will be divided equally between team members for students working as a group.
- The deadline for submitting completed business plans is **Monday, June 1, 2009**. Plans may be submitted in person/by mail to the Business Advisory Centre, 210 Wolfe Street, Peterborough, by fax to 705-743-3093 or by email to ntruman@gpaedc.on.ca
- At the local, regional and provincial levels, the judges' decision is final.
- Applicants are permitted to use the same plan for the Summer Company Program, as for the High School Business Plan Competition, and vice-versa.

Ontario Secondary School Business Plan Competition 2009 Judging Criteria

	Maximum Points
Title Page _____	1
Table of Contents _____	2
Executive Summary (1-2 page maximum) _____	10
<ul style="list-style-type: none"> • Business Objectives • Description of Product or Service • Business Structure • Financial Requirements • Expected Sales • Overview of the Market 	
Business Overview _____	15
<ul style="list-style-type: none"> • Type of Business (name, structure, location) • List of Registrations and Licenses • Type of Product/Services offered (unique qualities) • Identification of Trends and Barriers to Success • Customer Profile • Human Resource Plan • Operations 	
Market Research _____	15
<ul style="list-style-type: none"> • Primary • Secondary (sources) • Target Market Analysis • Competitive Analysis • Anticipated Market Share • SWOT Analysis 	
Marketing Plan _____	15
<ul style="list-style-type: none"> • Product (demand, physical aspects, benefit, image, etc.) • Price (production costs, competitor's prices, profit and volume, break-even analysis) • Place (location, distribution channels, purchasing channels) • Promotion 	
Financial Plan _____	20
<ul style="list-style-type: none"> • Start-up Budget • Sources of Required Funds • Monthly Cash Flow (1 year forecast) 	
Viability _____	7
Creativity _____	7
Spelling and Grammar _____	4
Appendices _____	4
TOTAL SCORE _____	100

Ontario Secondary School Business Plan Competition Registration Form

Please attach this form to the cover page of your business plan when you fax (705-743-3093), drop off/mail (210 Wolfe Street, Peterborough) or email (ntruman@opaedc.on.ca) your business plan.

The deadline for all submissions is Monday, June 1, 2009.

Date: _____

School: _____

Teacher's Name: _____

Business Name: _____

Student Contact Information

Student #1

Student Name: _____

Address (number & street): _____

City/Town: _____ Postal Code: _____

Phone #: _____ Email: _____

Student #2 (if applicable)

Student Name: _____

Address (number & street): _____

City/Town: _____ Postal Code: _____

Phone #: _____ Email: _____

Student #3 (if applicable)

Student Name: _____

Address (number & street): _____

City/Town: _____ Postal Code: _____

Phone #: _____ Email: _____

Student #4 (if applicable)

Student Name: _____

Address (number & street): _____

City/Town: _____ Postal Code: _____

Phone #: _____ Email: _____