

Guidelines & Marking Scheme for mini-companies:

Junior Category (mini-company programme)

PRODUCT/SERVICE	10
Quality of Product/Service	5
Innovation	5
PRODUCTION	5
Production Process	5
MARKETING	20
Market Research	10
Marketing Mix	10
GLOBAL WORLD	5
Sustainability	5
FINANCES	10
Cashflow Budget	5
Sales/Profit	5
ENTEPRISE POSTER PLAN	20
Design	10
Content	10
EXHIBITION STAND/INTERVIEW	10
Visual Display	10
LEARNING EXPERIENCE	20
Skills Developed & Learned	10
Lessons Learned	10
FINAL SCORE	100

Intermediate Category (mini-company programme)

PRODUCT/SERVICE	40
Idea Generation/Innovation	20
Quality of Product/Service	20
PRODUCTION/SERVICE	10
Process/Organisation	10
MARKETING	30
Market Research	10
Marketing Mix	10
Unique Selling Point (USP)	10
GLOBAL WORLD	10
Sustainability/Ethics	10
FINANCES	20
Cashflow Budget	10
Sales/Profit	10
ENTEPRISE POSTER PLAN	30
Design	10
Content	10
Visuals	10
EXHIBITION STAND/INTERVIEW	10
Visual Display	10
LEARNING EXPERIENCE	30
Skills Developed & Learned	10
Lessons Learned	10
Problems/Challenges Overcome	10
FINAL SCORE	180

Senior Category (mini-company programme)

Product/Service/R&D	50
Market Research	10
Marketing/Promotion/Networking	20
Finances & Pricing	20
Interview/Personal Development	30
Innovation	40
Sales	40
Business Report	30
Exhibition Stand	20
Final Score	/260