**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** |

