

Welcome students to the:

**The University of Newcastle, Australia –
Mauritius Young Entrepreneur Challenge for 2018/19.**

The format of your business plan is flexible however a Comprehensive Template for use can be found at www.business.gov.au:

<https://www.business.gov.au/Info/Plan-and-Start/Templates-and-tools/Business-Plan-Template-and-Guide>

Conditions of Entry

1. The competition is open to individual entries by senior high school students currently enrolled in Mauritius.
2. Business Plan must be typed (double-spaced, single-sided) on A4 paper.
3. The University of Newcastle will conduct judging of entries. Judge's decisions are final and no correspondence will be entered into. Finalists selected must be prepared to give an oral presentation of their business plan report to a visiting panel of judges from The University of Newcastle.

For further information contact:

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A Possible Process for Entering the Competition:

1. Complete your Business Plan report using the information that follows and submit your plan by the due date.

Completing the Business Plan report

1. Decide on a product or service that will be the focus of the Business Plan. This may be an innovative product/service or an existing product/service that will be delivered to the market in an innovative way.
2. Write up your business plan. Format is flexible, however we recommend use of the Australian Government - Business Plan Template accessible as follows:-
<https://www.business.gov.au/Info/Plan-and-Start/Templates-and-tools/Business-Plan-Template-and-Guide>

Your Business Plan report would likely consider the following issues:

Description of your product/service. Focus on:

Nature of your product/service
What is its anticipated place in the market? What distinguishes it from similar products/services?
What are the strengths, weaknesses, opportunities and threats confronting your organisation in bringing this service/product to the market and being successful (making a profit) in the market?

Marketing your product/service. Focus on:

Who is your target market?
How will you conduct market research?
How will you price your product/service?
How will you design your product/service to be attractive to the market?
How will you promote your product/service to the market?
How will you distribute your product/service to consumers?

Financing your product/service. Include a 12 month projected cash flow budget focusing on:

Estimated monthly revenues from the sale of your product/service
Costs of producing your product/service
Costs of marketing, administration and finance
Cashflow and financing requirements

Your Organisation. Focus on:

The type of entity you will operate
An organisation chart showing your management structure
Your policies regarding human resource management

Social and Environmental Impacts. Focus on:

What positive impacts can your business have on the environment, the community and the wider society.
How can you manage and minimize any potential negative impacts your business may have on the environment, the community and the wider society.
How will your business embrace Corporate Social responsibility (CSR)