

**Murdoch College – Marketing Category
Year 10 & 11
Best Entrepreneur Business Plan Competition 2004
(Murdoch Business School)**

The Murdoch Business School's **Best Entrepreneur** Business Plan Competition is conducted to help support young entrepreneurs in successful business planning. The overall aim of the Murdoch College Category is to help develop business planning capability within students. Advice and professional feedback will be provided to submissions.

Eligibility for Entry

Entry to the Murdoch Business School (MBS) Best Entrepreneur Business Planning Competition – Murdoch College Category:

- groups of five (5) members or less
- groups that must comprise of at least two (2) year 10 or 11 Murdoch College students.

How to Enter Competition

To enter the competition you will need to complete the MBS Best Entrepreneur Business Competition entry form, which can be downloaded from this site or requested via email from bestentrepreneur@murdoch.edu.au

Once completed the entry form must be emailed to bestentrepreneur@murdoch.edu.au Please add: Attention Competition Coordinator.

Murdoch College Individual Categories

Students may enter the competition for consideration of one category, **Marketing Plan**. Students who have already completed assignments within their studies can use these as a foundation for their submission.

Competition Outline

The MBS Best Entrepreneur Business Planning Competition for 2004 will consist of two steps:

Registration by the 12th June 2004

The groups of students will register the details and basic description of business concept (2 pages). Application forms are downloadable at <http://bestentrepreneur.murdoch.edu.au>

Submission of a Business Concept Plan 25th June 2004

Requires the submission of (at least ten (10) pages) a Business Concept Proposal (BCP) that will communicate your business idea to the competition judging panel. The submission must be presented in MS Word format, single spacing, size twelve font and follow a defined structure as provided in the downloadable template 'Murdoch College Round One Business Concept Proposal.doc'.

The submission must *not* just outline basic the business concept but rather focus towards the category that you are interested in, ie Marketing. The submission be a hard copy form, but will be accepted electronically if the participants have no other means of delivery.

Final Judging & Student Presentations (Early July To be Advised)

Each of the groups will be required to make a 15 minute visual presentation (power point) to a panel of judges who will evaluate the group's submission and presentation. There will be three prizes awarded:

- Best Marketing Plan (Prize \$500.00)

For advice towards recommended presentations style please download 'Business Concepts presentation Guide' from the website

Business Plan Competition Coordinator

All inquires to bestentrepreneur@murdoch.edu.au

The MBS Business Plan Competition – Murdoch College – Marketing Category is being coordinated by:

<p>Alan Thompson Murdoch University Room 4.045 North Wing ECL Tel: 9360- 7610</p>	<p>Chris Collins Murdoch College ammonc@murdochcollege.wa.edu.au Tel: 93607800</p>
--	--

Please refer to downloadable links at the competition home page, [Understanding a Proof of Business Concept](#) and [Overview of a Business Plan](#). These documents will provide you with a broader understanding of the traditional roles of Proof of Business Concepts and Business Plans.