



Junior  
Achievement  
Isle of Man

Member of JA Worldwide

# GUIDE TO JA COMPANY PROGRAMME COMPETITION



Supported by  
**HSBC**

# JUNIOR ACHIEVEMENT COMPANY PROGRAMME FINALS 2024



This is a brief guide to the Company Programme competition. The team that wins will represent the Isle of Man in the European final to be held in Athens in the first week of July.

Get signed up as soon as possible so you don't miss the deadline.

**Closing date Wednesday 24th January.**



Scan here to sign up.



[www.jaiom.im/company-programme](http://www.jaiom.im/company-programme)

## CONTENTS

1. Important Dates & Awards
2. How the competition works: Stage 1 Company Report Guide
3. Stage 2: Presentation Guide
4. Stage 3: Exhibition Stand
5. Stage 3: Exhibition Stand
6. Stage 4: Panel Interview
7. FAQs
8. FAQs

# IMPORTANT DATES



## Wednesday 14th February

Closing date for your report.

## Friday 28th February

Closing date to submit your PowerPoint slides (not your speech).

## Tuesday 11th March 3pm - 8pm

Presentation rehearsal and trade stand set-up at the Villa Marina.

**Any team members taking part in the competition must attend the rehearsal.**

## Wednesday 12th March 8.30am - 4.00pm

Full day competition at the Villa Marina which has been approved by your school.

## Wednesday 19th March 6.30pm - 10.00pm

Awards ceremony the the **Villa Marina**.

## European finals 1st - 5th July

The winners of the Company Programme will compete in **Athens**.

# AWARDS YOUR TEAM CAN WIN



1. **Community Award**
2. **Work Ready Award**
3. **Environmental Award**
4. **Creative Problem Solving**
5. **Innovation in Business Award**
6. **Special Recognition Award**
7. **Brand Excellence Award**
8. **Volunteer Mentor of the Year**
9. **Public Choice Award**
10. **Team Player of the Year**
11. **HSBC Student Company of the Year**

# HOW THE COMPETITION WORKS

There are four main sections:

1. **A report on your business.**
2. **Sales pitch / presentation lasting no more than 4 minutes.**
3. **Exhibition stand promoting your business.**
4. **Interview with a panel of judges.**

## STAGE 1

### COMPANY REPORT GUIDE

Your Company Report is sent to the judges three weeks before the competition. It is important to make a good impression as it is the first thing that they will see.

#### **Planning ahead: A key to success in the competition**

The Company Report is often the most challenging part of the competition, but with early planning, it doesn't have to be overwhelming. Start your preparations in January to make the process more manageable and ensure you're on track.

#### **A secret to success**

Here's something we've learned from past competitions: teams that excel in the Company Report significantly boost their chances of winning the overall competition. It's a crucial part of the journey, and mastering it can set your team apart.

#### **Your guide to success**

To help you succeed we've prepared a comprehensive guide that covers everything you need to know about creating a standout Company Report. With this guide in hand, you'll be well-equipped to tackle this important stage of the competition. Visit [www.jaiom.im/company-programme/competition](http://www.jaiom.im/company-programme/competition) and click on the reports tab.





# STAGE 2

## PRESENTATION GUIDE

### What should your presentation include?

- **Overview of your business or service**
- **The problem:** What problem are you solving?
- **Your solution:** How does your product or service address this problem?
- **Features and benefits:** Highlight the key features and benefits of your product or service.
- **Market research:** Thoroughly research your target customer. Show why you are different from your competitors based on your research.
- **Financial overview:** Provide a brief overview of your financials.
- **Team introduction:** Give a brief introduction of your team members.
- **Summary and future plans:** Conclude with a summary and outline your future plans.

### Presentation tips

- **Use your voice:** Let your voice do the talking - keep your slides visually appealing with lots of graphics.
- **Minimise text:** Avoid overcrowding your slides with too much text.

Good luck with your presentation, remember to make it engaging, memorable and professional!



# STAGE 3

## EXHIBITION STAND

### Judging criteria

The judges will evaluate how effectively you sell your product or service, with a particular focus on:

**Promotional materials:** This includes brochures, sales material and contact information.

**Visual appeal:** Think of your stand as your shop window and make it visually appealing and inviting.

### Exhibition stand tips

- **Contact information:** Ensure customers know how to contact you.
- **Be creative:** Avoid using black boards.
- **Be prepared:** All team members should be well-informed about your product and ready to answer any questions.
- **Professional behaviour:** Don't stand around talking or chewing gum. Stay engaged and ready to sell.
- **Clear messaging:** If you're selling an item, do you have a brochure? Does it include a price? Why should customers buy your product? Make sure your stand clearly communicates what you're selling without the need for questions.
- **Critical evaluation:** Take a critical look at your stand. Would a customer know what you're offering just by looking at it?

### Payment options

If you would like to use the Junior Achievement payment terminal for debit and credit transactions please contact us. A small fee will apply for processing payments.

For examples of past stands, visit

[www.jaiom.im/company-programme/competition](http://www.jaiom.im/company-programme/competition)

and click on the trade stands tab.

# STAGE 3

## EXHIBITION STAND

The evening before the competition you'll have the opportunity to set up and exhibition stand to promote your product. On competition day judges, members of the public and students will visit your trade stand to learn more about what you offer.

### Important information

- **Space allocation:** You will be given a space of **2m x 1.5m**. All displays must fit within this area.
- **Equipment provided:** On request, you will be supplied with a table, two chairs and an electric socket. Please note that backdrops or stands are not provided.

### Stand details

**Your trade stand should clearly display:**

- The name of your company.
- The name of your business mentor and teacher.
- The name of your product or service.
- Details of any businesses that have assisted you.

**Judging time:** Judges will spend no more than 15 minutes at your stand.

**Dress code:** Dress to impress!



# STAGE 4

## PANEL INTERVIEW

This is a very important aspect of the competition as the judges have the opportunity to ask any questions regarding the Company as well as clear up any queries they may have. Judges are likely to probe Company members on their understanding of how and why the Company performed as it did, what general lessons they are able to draw from this and how these lessons might be applied in a new business context.

Company members will be questioned **without** their mentors and link teachers for a maximum of 15 minutes.

The judges have 15 minutes allocated for each interview to allow them to discuss and write up their report on each team afterwards.

Judges will be working in teams with each panel giving one set of scores.

### Key points assessed by judges

- Development of personal skills.
- Leadership and roles.
- Knowledge and understanding of how businesses function.
- Ability to apply lessons learnt to new situations.
- How you have worked as a team.





# FAQS

## **Is there anywhere I can see photographs or a video of previous competitions?**

Visit [www.jaiom.im/company-programme/competition](http://www.jaiom.im/company-programme/competition) or visit our Youtube channel @JAIsleofMan.

## **How many people can take part in the competition?**

Up to five students can take part in the Isle of Man and European competition.

## **What time are the rehearsals?**

Your team will be given a slot to rehearse their presentation. This is normally between 3pm and 8pm. Those teams outside of Douglas are usually given a later slot to give them a chance to get to the Villa Marina.

## **How long is the competition?**

Your team members will be required to be present for the whole day from 8.30am - 4.00pm. JA will provide you with food and refreshments.

## **What happens if a team member cannot make the competition?**

The team member will be unable to attend the awards ceremony or travel to Europe should your team win.

## **What do I wear?**

Your dress code should be smart or team branded as this is a business competition.

# REPORT

## **What happens if I do not send my report in the required format or I miss the deadline?**

Your report will not be sent to the judges.

## **How can I get help putting a Profit and Loss sheet together for my accounts?**

Speak to your mentor or contact [suecook@jaiom.im](mailto:suecook@jaiom.im).

## **Who will be there on the day of the competition?**

The other teams, mentors and judges. The trade stands will be open to members of the public in the afternoon.

## **Can I find an example of a past business report?**

Look on the website [www.jaiom.im/company-programme/competition](http://www.jaiom.im/company-programme/competition) under the report tab.

# FAQS

## PRESENTATION

### Why do I have to use Powerpoint?

This is the format used in the European Competition.

### Why can I not link my presentation to the internet?

We cannot guarantee a continuous connection.

### Who operates the presentation?

A team member or your mentor should be left free to operate the presentation, or we can provide a remote controller.

### Why do I have to rehearse?

Your team needs to be familiar with the stage layout, learn how to use the microphone and to check there are no technical problems. You will not have time to do this on the day of the competition.

### Can I use my own laptop?

No, you cannot use your own laptop. This is because all of the presentations will have been loaded onto the JA laptop in order.

### How many people have to present?

A minimum of two and a maximum of five people must be on stage. You will need someone to operate the presentation from the side of the stage.

### Who will be in the audience?

The judges, students taking part in the programme, mentors and JA team.

## EXHIBITION STAND

### What do Junior Achievement provide for the trade stand?

We can supply you with a table, chair, plug socket and table cloth. The rest is up to you. We advise against using black boards and encourage you to be more creative with the space.

### When do I set up the trade stand?

The night before the competition when you also get the opportunity to practice your presentation.

### When do I find who has won?

There are different awards which can be found on the Company Programme website. The winners will be announced at the awards ceremony at the Villa Marina on March 19th.

## AWARDS CEREMONY

### What is the awards ceremony for?

The awards ceremony is to celebrate your achievements. There will be a sit down meal followed by the announcement of the winners of the 11 awards.

If you have any further questions please email [suecook@jaiom.im](mailto:suecook@jaiom.im).



Junior  
Achievement  
Isle of Man

Member of JA Worldwide



Do you have  
what it takes  
to win a trip  
to Athens?



Supported by  
**HSBC**