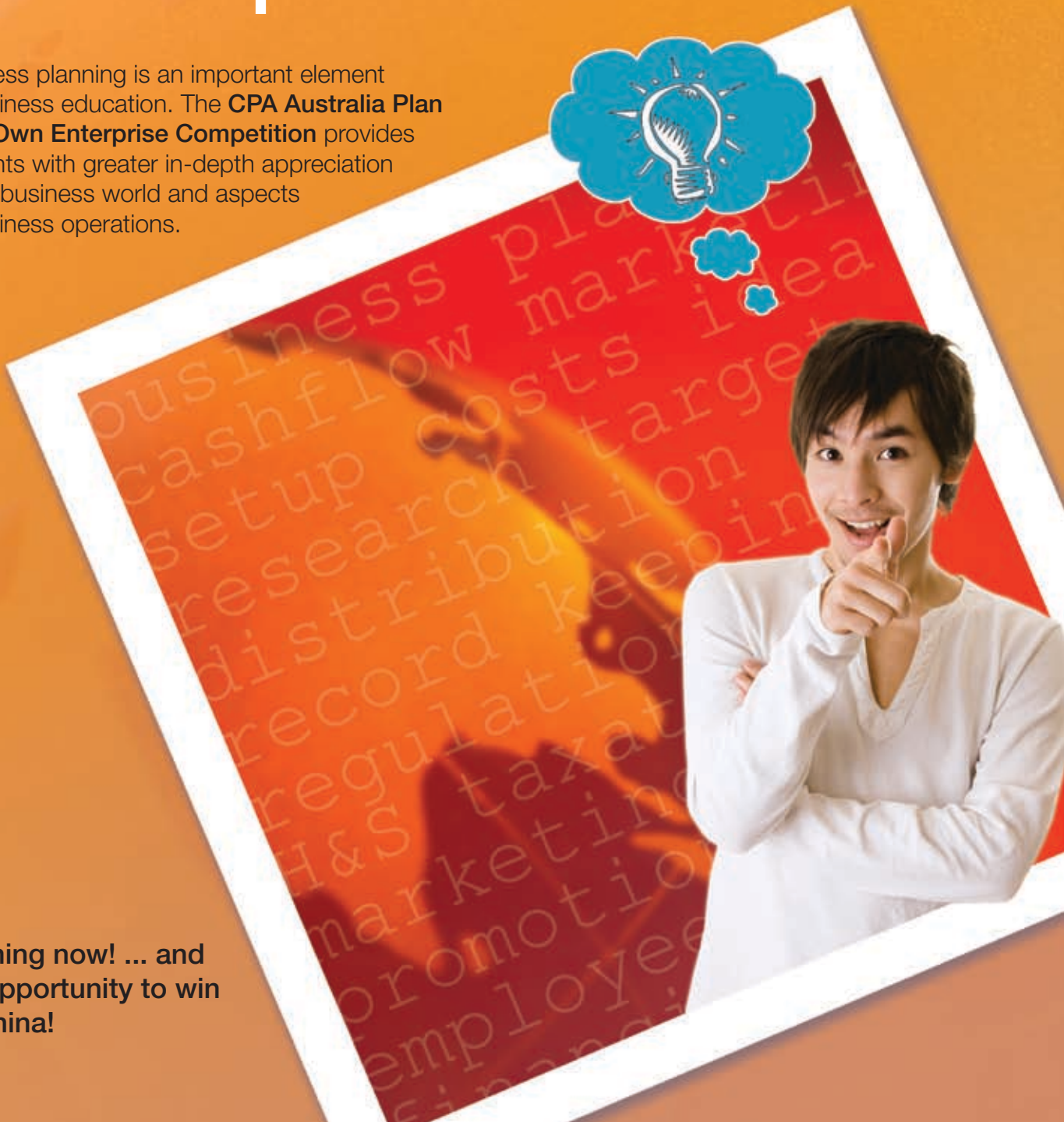


EXPAND YOUR KNOWLEDGE OF BUSINESS

CPA Australia | 2009 **Plan Your Own Enterprise** competition

Business planning is an important element of business education. The **CPA Australia Plan Your Own Enterprise Competition** provides students with greater in-depth appreciation of the business world and aspects of business operations.




Start planning now! ... and have the opportunity to win a trip to China!

www.cpacareers.com.au/links/pyoe



Business
Educators
Australasia Inc.





This whole journey from creating my business plan...to winning and going to Shanghai has helped me grow in so many ways and given me confidence... It has taught me to believe in myself and never to be afraid to try new things...because you just never know and even if you are not successful what matters is the experience that you gain.

I would strongly recommend anyone in participating in this competition for the experience.

Winning student 2007, Maria Koulianous (Darwin High School, NT) who won a trip to China

about the competition

What students need to do to enter the competition

In up to 3,000 words (approximately eight A4 typed pages and in addition you can include up to five A4 pages of appendices) present your creative idea for a small business as a business plan. Plans exceeding this word limit will be excluded from the competition. Good business plans always include the following components and you are required to include these:

Business name

Make it fun and creative, design a logo if applicable.

Prime function

What does the business do? Describe the product/service or idea.

Location

Where will the business be located?

Legal structure of the business

Will it be a sole trader, partnership or small company?

Business mission

What does your business want to achieve/ accomplish? Why will it exist? For guidance read the mission statements of companies you know.

Staffing requirements

How many staff are required and what will their qualifications and subsequent training needs be? What skills and knowledge will be required of management?

Marketing plan

Based on the market research you have undertaken, what is the target market for your product/service or idea? What competition does your business face and how will you counteract them/it? How will you promote your business to your target market?

Financial plan

The financial plan should include as a minimum:

- A list of set-up/start-up costs and how these will be funded (eg. from savings, bank loan or family loan).

- A sales forecast – the level of sales revenue for the first 12 months of operation based on the expected selling price and the number of sales.
- A monthly cash budget for the first year of the business which will show:
 - a) The predicted balance of the cash account at the end of each month
 - b) All cash expected to flow in to the business during each month (from sales and any other cash inflows expected such as capital contribution, loan from bank, loan from family, interest on bank deposits
 - c) Expected payments for set-up/start-up costs
 - d) All cash expected to flow out of the business each month (related to running the business)
 - e) Monthly cash to be drawn by the owner (a salary equivalent). The cash flow budget is a forecast of estimated cash receipts, estimated cash payments and the resulting cash position for the business at the end of each month. This helps with planning decisions for the business and would be an essential financial document to present to the bank if you were seeking outside finance for your business.

Future prospects

What is your expectation for the future of the business? Will it expand nationally/internationally; diversify into complementary products/services?

Appendices

You may include appendices (an equivalent of five A4 pages) which might contain documents that support your business plan such as drawings of your product or your business premises, detailed evidence of market research undertaken by you

(ie. survey responses, photos of competitors' products) or additional financial data.

NOTE: Additional financial information can be included with the body of your business plan or as part of the appendix. The type of additional information could include:

- A break-even analysis which includes:
 - a list of fixed costs (those costs which do not vary with the level of sales)
 - a list of variable costs (the cost of obtaining the goods for sale, or the direct costs involved in providing the service)
 - contribution margin (the amount which each sale contributes to covering the fixed costs)
 - break-even point (the point at which all costs are covered but no profit or loss is made)
- projected profit for the year or a projected Balance Sheet at the end of the first year of operations to provide the basis for analysis of expected performance.

Where and when to submit entries

Entries close Friday 28 August 2009.

All entries must be sent to the relevant coordinator. First-stage judging will be held during September 2009 and the Australasian judging and presentation ceremony will be held on Monday 19 October 2009 in Brisbane.

Division One finalists will be required to personally present their plan to the judging panel on Monday 19 October 2009 in Brisbane. Australasian prizes will be awarded to the Australasian finalists.

Contact your coordinator for details. Contact details are listed in this brochure.

Divisions within the competition

The competition is open to all full-time secondary school students enrolled in a registered secondary school in Australia or New Zealand at the time of submission of their entry. The competition has three divisions:

DIVISION ONE

Open to individual student entries, submitted by students of any age, attending a registered secondary school.

DIVISION TWO

Individual student entries for students aged up to 16 years as at 1 January 2009.

(Please note that these students can also submit their entry for Division One but must complete a separate entry form and attach it to a separate copy of their business plan).

DIVISION THREE

Group entries (maximum of six students)

Awards may be provided at a state/territory level. Contact your coordinator for more information (refer to contact details in this brochure).

Business Educators Australasia reserves the right not to make awards at state/territory or Australasian level if it is considered that entries are not of a suitable standard. Business Educators Australasia also reserves the right to change the date of the Australasian judging and presentation ceremony.



PHOTOS: 2008 AUSTRALASIAN WINNERS

Photo left: From left to right – John Higgins, Victorian President, CPA Australia with Division Three winners Matthew Dovison and Sharif Long from St Leonard's College, VIC and Alex Malley, President, CPA Australia; *Photo centre:* Division Two winner Nikki Durkin from Kambala, NSW; *Photo right:* Division One winner Jane Chester from Launceston Church Grammar, TAS, receiving her prize from Alex Malley, President, CPA Australia and Catherine McOmish, Managing Director from NGT Travel

Prizes! What you and your school can win

DIVISION ONE

Student winner:

- A trip to Shanghai for 5 nights to explore business opportunities for the winner, nominated carer and nominated school representative. The trip will include accommodation and flights to Shanghai plus \$1000 spending money for the student winner* sponsored by CPA Australia and NGT Travel
- Quicken Personal Computer Package courtesy of Reckon Australia

School of winning student:

- Complimentary registration and airfare to Business Educators Australasia Conference 2010 courtesy of Business Educators Australasia

DIVISION TWO

Student winner:

- \$1000 cheque courtesy of CPA Australia

School of winning student:

- Complimentary registration and airfare to Comview Conference 2009 (Melbourne) courtesy of Victorian Commercial Teachers Association

DIVISION THREE

Group entry:

- \$1000 cheque courtesy of CPA Australia

School of winning students:

- Quicken Personal Computer Package courtesy of Reckon Australia
- Complimentary membership to Victorian Commercial Teachers Association
- \$250 books courtesy of Business Educators Australasia



* Note: The trip cannot be exchanged for cash. Dates of the trip will depend on availability of flights. Adult parent/carer and an educator to be nominated by the school of the winning student. Business Educators Australasia will arrange travel and accommodation. Recipients are expected to attend the meetings in Shanghai that have been organised by Business Educators Australasia.

2008 winning entries

AUSTRALASIAN WINNER

TASMANIA

Jane Chester, Launceston Church Grammar School

Business Plan – The Black Sheep

The Black Sheep will be a quality restaurant situated centrally along the Midlands Highway, Tasmania's major travel route.

This rural-based enterprise will comprise a scenic lookout onto a peaceful farm and will cater for a large range of customers such as families, business people, local travellers, tourists and town's people via a dine-in restaurant and a drive-through food outlet.



Photo: Australasian Finalists 2008.

OTHER FINALISTS

AUSTRALIAN CAPITAL TERRITORY

James Vandermeide, Hawker College

Business Plan – Slayer Gaming Centre

Slayer will be an establishment that will provide accessibility to networked Gaming consoles and Gaming personal computers for gamers of all tastes and desires. Slayer will satisfy its customers' desire for Local Area Networks (LAN) gaming on both consoles and PCs. The centre will offer VIP gaming, LAN birthday parties and up to 12-hour blocks of gaming to provide all customers with the best services they desire.

Gaming at Slayer will lead to 'extreme adventure' and 'amusement' by providing the best gaming environment possible.

NEW SOUTH WALES

Nikki Durkin, Kambala

Business Plan – Swapique.com

Swapique is a website that will offer women access to the biggest online World Wide Wardrobe ('WWW'). Members will list their clothes, shoes and accessories on WWW and trade them for Swap Points ('SP'). The SP can then be 'spent' on any desired items in the WWW.

The website targets the often overlooked cash-poor, fashion and technology savvy markets, such as teenagers and university students, and also creates an easy and fun way to save the environment by recycling.

QUEENSLAND

Ben Bourke, Helensvale State High School

Business Plan – Urban Jungle Paintball

Urban Jungle Paintball will be an independently owned premier indoor paintball business operating out of Arundel, only a five-minute drive from Surfers Paradise. Urban Jungle customers will take part in a real world paintball experience, while exercising leadership, strategy and teamwork in a safe and well controlled environment.

SOUTH AUSTRALIA

Marie-Ellen Karykis, Seymour College

Business Plan – Achievers

One in five children in Australia experience some form of learning difficulty – many are not diagnosed or do not receive enough attention from average educational institutions. Achievers will aim to make it easier for high school children to learn and perform at their peak, despite the fact that they have a learning difficulty. The prime function of this business is to provide state-of-the-art services to high school children with learning and behavioural difficulties.

VICTORIA

Nicholas Oliver, Girton Grammar School

Business Plan – ETCH-ON

Etch-On will be a business that will provide many services related to trophies and giftware.

Etch-On will provide trophies, medallions, dog tags, etching (glass, metal and various other mediums), sublimation (heated power printing), customised T-shirts and hats, stubby holders, glasses and mugs and cups, name badges, stickers and tailor made giftware.

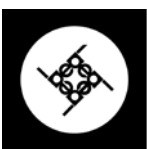
WESTERN AUSTRALIA

Jason Ah Teck, Christ Church Grammar School

Business Plan – ECO GLASS

The business of Eco Glass Ltd (Eco Glass) is based on the philosophy of producing modern and artistic glassware from recycled glass, while at the same time contributing to the reduction of negative impacts on the environment. Eco Glass has the view that there is an opportunity to use recycled glass in an artistic glassware project.

Visit CPA's website www.cpacareers.com.au/links/pyoe for additional information and to review in greater detail last year's winning entry. Alternatively, call Business Educators Australasia on 1800 631 203 and we will send you a copy of the winning entry.



Where to send your entries

WHAT SKILLS ARE PROMOTED BY PARTICIPATING IN THIS COMPETITION?

- Organisational and Planning
- Innovation
- Decision Making
- Research and Communication
- Prioritising and Collaborating
- Reflection and Action

HELPFUL HINTS

- Keep it simple. Don't get lost in the detail. It's an overview!
- Bigger isn't better; small business concepts are preferable.
- Business plans should reflect a strong degree of professionalism and organisation.
- Stick to the word limit (a maximum of 3,000 words/eight A4 typed pages) plus appendices.
- Complete a word count on your work to ensure you have not exceeded the word limit.
- Be clear and concise.

ENTRIES ARE TO BE SENT TO THE OFFICE OF YOUR COORDINATOR

BY FRIDAY 28 AUGUST 2009

AUSTRALIAN CAPITAL TERRITORY

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NEW SOUTH WALES

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NEW ZEALAND

The Administrator
CPA Australia Plan Your Own Enterprise
Competition Coordinator
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Curriculum and Membership Services
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NORTHERN TERRITORY

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QUEENSLAND

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(Southern contact)
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E: Helen.Mason@polytechnic.tas.edu.au
(Northern contact)

VICTORIA

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ENQUIRIES

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Competition
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Declaration form

CPA Australia | 2009 **Plan Your Own Enterprise**
competition

TEACHERS: PLEASE PHOTOCOPY THIS FORM FOR INDIVIDUAL STUDENTS OR CALL 1800 631 203 FOR ADDITIONAL COPIES

INDIVIDUAL – DIVISION ONE

Student's name

Name of Business Plan

INDIVIDUAL – DIVISION TWO

Students' name

Date of birth

Name of Business Plan

GROUP – DIVISION THREE

Surname/Given name

Surname/Given name

Surname/Given name

Surname/Given name

Surname/Given name

Surname/Given name

Name of Business Plan

TO BE COMPLETED BY ALL DIVISIONS

School name

Teacher name

School address

Postcode

School phone ()

School fax ()

Email Teacher contact

Entrants Home address

Postcode

Home phone ()

Mobile

Email

Entries are to be sent to the office of your coordinator by **Friday 28 August 2009**. Address details are listed in this brochure. If you require any further information, call the National Office of Business Educators Australasia on 1800 631 203.

DECLARATION I/We hereby declare that the information in my/our Plan Your Own Enterprise Competition 2009 entry is all my/our work.
I/We agree to accept the conditions outlined above and the decisions of the judges.
I/We also understand that no entries will be returned and that all winning entries will remain the property of Business Educators Australasia.

CHECKLIST

- My/Our plan does not exceed 3,000 words plus appendices. I/We signed and completed all details on the declaration form.
- I/We have included all required components as outlined in the competition guidelines. I/We agree to abide by the conditions of the competition.

Name

School

Signature

Date

* Information provided on this application form will only be used for the purposes of the CPA Australia Plan Your Own Enterprise Competition and will be destroyed at the completion of the judging.

FOR MORE INFORMATION CONTACT:

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Business Educators Australasia
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POINTS TO REMEMBER:

- Please keep a copy of your entry as entries will not be returned to you. **If eligible for entering Division One and Two, be sure to submit two declaration forms and two copies of your plan.**
- The decision of the judges is final and no correspondence will be entered into.
- Entries are to be sent to the relevant coordinator (refer to contact details in this brochure).
- A signed declaration form must accompany all applications. If you require extra copies call Business Educators Australasia on 1800 631 203.
- Visit the CPA Australia website www.cpacareers.com.au/links/pyoe for more information.