

**Guidelines & Marking Scheme for mini-companies:**

Junior Category (mini-company programme)

|  |  |
| --- | --- |
| PRODUCT/SERVICE/INNOVATION | 15 |
| Quality of Product/Service | 5 |
| Innovation | 10 |
|  |  |
| PRODUCTION | 10 |
| Production Process | 10 |
|  |  |
| MARKETING | 15 |
| Market Research | 10 |
| Marketing Mix | 5 |
|  |  |
| GLOBAL WORLD | 10 |
| Sustainability | 10 |
|  |  |
| FINANCES | 10 |
| Cashflow Budget | 5 |
| Sales/Profit | 5 |
|  |  |
| ENTEPRISE POSTER PLAN | 20 |
| Design | 10 |
| Content | 10 |
|  |  |
| LEARNING EXPERIENCE | 20 |
| Skills Developed & Learned | 10 |
| Lessons Learned | 10 |
|  |  |
| **FINAL SCORE** | **100** |



**Guidelines & Marking Scheme for mini-companies:**

Intermediate Category (mini-company programme)

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| --- | --- |
| PRODUCT/SERVICE/INNOVATION | 40 |
| Idea Generation/Innovation | 20 |
| Quality of Product/Service | 20 |
|  |  |
| PRODUCTION/SERVICE | 20 |
| Process/Organisation | 20 |
|  |  |
| MARKETING | 30 |
| Market Research | 10 |
| Marketing Mix | 10 |
| Unique Selling Point (USP) | 10 |
|  |  |
| GLOBAL WORLD | 20 |
| Sustainability/Ethics | 20 |
|  |  |
| FINANCES | 20 |
| Cashflow Budget | 10 |
| Sales/Profit | 10 |
|  |  |
| ENTEPRISE POSTER PLAN | 30 |
| Design | 10 |
| Content | 10 |
| Visuals | 10 |
|  |  |
| LEARNING EXPERIENCE | 20 |
| Skills Developed & Learned | 10 |
| Lessons Learned & Challenges Overcome | 10 |
|  |  |
| **FINAL SCORE** | **180** |



**Guidelines & Marking Scheme for mini-companies:**

Senior Category (mini-company programme)

|  |  |
| --- | --- |
| Product/Service/R&D | **50** |
| Market Research | **20** |
| Marketing & Promotion | **20** |
| Finances & Pricing | **20** |
| Personal Development | **20** |
| Innovation | **50** |
| Sales | **30** |
| Business Report | **25** |
| Sustainability | **25** |
|  |  |
| **Final Score** | **/260** |
|  |  |

