



SEK ECUADOR INTERNATIONAL SCHOOL

Intersek Cultural-Entrepreneurship fair

Activity: Entrepreneurship Fair

General objective: Encourage practices of entrepreneurship in all of the students of the institution participating in this fair.

Specific objectives:

- Apply the theoretical knowledge of business through the development of a Business Plan.
- Develop students' skills such as creativity for the design of products and their marketing.
- Strengthen job skills, teamwork and problem-solving in all participating students.

Description: The Companies fair is a project that consists of the presentation of products created by the students of the different schools of the SEK International Institution.

Topic:

- The students are free to choose their products, but it is requested not to choose food, because of the difficulty of transporting and maintaining it.

FAIR GENERAL REQUIREMENTS

- 1) The fair will be held for three hours, on a day determined by the organization within the week of the Cultural InterSEK, where projects will be displayed so that they can be visited by the public that wish to do so.
- 2) All schools may participate with one team per institution formed by three students.
- 3) All schools must register their teams and hand in their business plan.
- 4) Each team can present the product wanted with these exceptions:
 - a) food
 - b) any dangerous processing product
 - c) products of unsafe use.
- 5) Each team will be provided a stand where they will be able to display their product and present their company. The size of this stand will be sent with enough time in advance so all the teams will be able to plan what they need to take to show their product.
- 6) All the teams must display their stands prior to the opening of the fair, where in addition to showing the product they will have to answer questions from the judges



about the production process, the company name, logo and slogan chosen, as well as costs of production, among other data of the teams' business plan.

7) The winning team will be determined by the total score given by the judges after evaluating aspects such as presentation of the stand, knowledge of the business plan, most innovative product, and best corporate image.

8) Awards will be also granted to individual categories such as:

- a) the best stand
- b) the most innovative product
- c) the best corporate image
- d) the best business plan.

9) Members of the jury will be:

- a) The head of Primary
- b) Two teachers of Economics and Business
- c) Two guest jurors

Teachers responsible: Veronica Tobar veronica.tobar@sekquito.com and Karolina Acosta karolina.acosta@sekquito.com, and the support of all the professors of the Social Studies Department.

Elements required for the presentation of the Business Plan:

Each team must design a business plan containing the following elements:

Title

Index

Mission and Vision of the company

The Main Idea of the business

Target market

Corporate image

The 4 Ps of Marketing

The detail of the production process

Budgets for the development of the product

Costs and initial investment

Sales and promotion strategies

SEK Ecuador school students will participate in the fair showing their project but they will not be part of the contest.