GLOBAL BUSINESS CHALLENGE 2014

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FTMS Vietnam

WHAT IS GBC?

International BUSINESS COMPETITION
for students around the WORLD

WHY SHOULD I PARTICIPATE?

Experience what it is like to be a BUSINESS LEADER

Meet TOP GLOBAL EMPLOYERS in the world of business

WHY SHOULD I PARTICIPATE?

• Business experience
• Boost your CV
• Networking opportunities
• Attractive prizes

STATISTICS 2013

• 16,164 participants from 50 universities
• 24 participating countries
• 97,463 unique visitors to GBC microsites
• 49,879 Facebook/ Weibo friends
• 29,000 votes for GBC video competition

PARTICIPATING COUNTRIES

Australia        Bangladesh        China        Ghana
Hong Kong SAR    India            Indonesia     Ireland
Malaysia         Middle East      Myanmar       Nepal
New Zealand       Pakistan        Philippines    Poland
Russia           Singapore        South Africa   Sri Lanka
Thailand         UK              Vietnam       Zambia
STATISTICS 2013 - VIETNAM

- 116 teams (51 teams from FTU) from 13 universities registered
- 53 reports submitted

GBC 2013 – VIETNAM FINALIST

Team SEG Consultant is proud to represent Foreign Trade University as a country finalist in the CIMA Global Business Challenge 2013. Our group of future advisors include Giang Huy, Khanh Nguyen, Minh Phan and Thu Ngo. As a value-driven team, we invest significant time and effort in developing and renewing a knowledge base that offers unique perspectives and insights to reach practical recommendations. At SBC, we fully commit to the value of “work hard, fly high”.

GBC GLOBAL FINAL

- August 2014 (4 to 5 days)
- Mumbai, India
- You will be competing with other 24 teams around the world

GBC VIETNAM FINAL

3 JUNE 2014

VIETNAM – AWARDS & PRIZES

- Champion
  - CIMA Scholarships
  - FTMS Scholarships

- 1st Runner-up
  - CIMA Scholarships
  - FTMS Scholarships

- 2nd Runner-up
  - CIMA Scholarships
  - FTMS Scholarships

- Best Speaker
  - CIMA Study Support
GLOBAL FINAL - AWARDS

- Team Champion
- Future Business Leader
- Best Video – Judges’ Choice
- Best Video – People’s Choice

GLOBAL FINAL 2013 – BEST VIDEO

HOW TO PARTICIPATE

Registration
- Register your team of 4 online by 31 March.

Case Scenario
- You will be given the case scenario.

Report Submission
- Submit your written report (3,000 words) by 7 April.

FIND YOUR TEAM MEMBERS

- 4 members each team – full-time and part-time students from the same institution
- Possible team members
  - Up to 2 members studying or holding a professional qualification
  - Up to 4 members studying CIMA (max 2 studying management/ strategic/ T4 level)
- You may join only 1 team
- TEAM LEADER is a MUST
- No postgraduates or MBA holders

DO WE NEED A MENTOR?

- A MENTOR
  - is a sounding board for your team and someone to advise and guide you.
  - has to be university tutors or equivalent.
  - NOT mandatory when registering or throughout the competition.

Team registration
CASE STUDY

• MERBATTY
  • A luxury boat building company
  • Formed 33 years ago by its current Chairman
  • Based in a northern European country.
  • Enjoyed rapid growth in sales and profitability in recent years.
  • Despite the recession of the period Merbatty became listed on a European stock exchange in November 2012.

CASE STUDY

• Market overview
• Company profile
• Personnel/staff
• Recent history
• Current position
• Shareholders
• Future plans for expansion
• Planned opening of 3rd boat building facility in Surania in 2013
• Development plans

CASE STUDY

• Use of new technology
• Sponsorship contracts
• Supplier relationships
• Investment in new IT systems
• Charitable work

CASE STUDY

• Appendices
  • Analysis of range of boats
  • Sales revenue analysis
  • Key personnel
  • Balance sheet, income statement and statement of changes in Equity
  • Extracts from Merbatty’s 5 year plan

REPORT - INTRODUCTION

• You are now the CONSULTANT for the company
• Reporting to the board of the company

CASE SCENARIO

• Today’s date is 1 November 2013
• You – management consultant to Merbatty
• Prepare a report that prioritises, analyses and evaluates the issues facing the board of Merbatty
• You should make recommendations where appropriate
CASE SCENARIO

• Issues
  • New design supplier for Surania
  • Accident at work
  • Racing boat
  • Sales staff
  • JKL – Major shareholder
  • Late delivery of a hull from Topcrest

REPORT FORMAT

• MS Word 2007 or PDF format.
• Left aligned, 1.5pt spacing, 1 inch margin on all sides.
• Font - Arial, 12pt.
• 3,000 words (excluding cover page, contents page and appendices).
• Cover page – Team name, name of participants, name of university and report title
• Submit your report to seasia@cimaglobal.com

REPORT FORMAT

• Introduction
• Body
• Recommendations
• Conclusion

REPORT – APPROACH

• Various analysis – to truly understand and interpret the whole scenario

REPORT – APPROACH

• WHAT-SO WHAT analysis
  • Key facts from each section of case study material – WHAT
  • Implications of that fact on the company – SO WHAT

REPORT – APPROACH

• SWOT Analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunities</td>
<td>Threats</td>
</tr>
</tbody>
</table>
• STRATEGIC Analysis

<table>
<thead>
<tr>
<th>Tool</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEST</td>
<td>Market growth potential</td>
</tr>
<tr>
<td>Porter’s 5 Forces</td>
<td>Market competitiveness</td>
</tr>
<tr>
<td>Porter’s generic strategy</td>
<td>current strategic approach</td>
</tr>
<tr>
<td>Mendelow’s stakeholder analysis</td>
<td>key stakeholders - position and power</td>
</tr>
<tr>
<td>Critical success factors</td>
<td>key drivers of the revenue and profit</td>
</tr>
</tbody>
</table>

• Financial Analysis

• Industrial Research

• An accountant will normal do research on industry for better understanding
• Examples from real world uncovered by this research can be used in a report - to add support to an argument or suggestion
• Add credibility to an argument and should be used in your report
• No more than 5 examples

• Prioritise issues

• Issues that might be
  • Financially significant
  • Strategically important
  • Simply urgent
• Decide for yourself the important aspects
• Write in the report in the order of importance.

• Prioritise issues – think of these

• What is the issue?
• Why is it important to the business?
• Why is this issue more important than your next choice? - Ranking
• Create the need for management action or decision.

• Type of Issues
REPORT – APPROACH

• Approach to PROBLEM
  • Explain the impact
  • Discuss potential solutions
  • Recommendations
  • Problems

• Approach to PROPOSALS
  • Background
  • Discussion
  • Recommendations
  • Accept or Reject

REPORT – APPROACH

• Ethical issues
  • Explain ethical dilemma
  • IMPORTANT - Businesses should behave ethically regardless of business consequences.
  • Refer to CIMA website - CIMA issue ethical guidance
  • Give advice on how to resolve the ethical issue – DO NOT sit on the fence

Checklist

✔ Start now!
✔ Plan around your other study commitments
✔ Assign roles to each team member
✔ Research the industry indicated in the case study
✔ Like the CIMA GBC on Facebook and chat to other people competing
✔ Find a mentor to support you.
✔ View examples of past reports for inspiration:
  • Consider business ethics when compiling your report - watch our ethics animation for guidance.
✔ Submit your report by the submission deadline

DEADLINES

Online team registration
31 March

Submission of Written Report
7 April

Announcement of Top 5
5 May

Submission of Presentation Materials
19 May 2014
ARE YOU A FUTURE BUSINESS LEADER?
PROVE IT!

Register your team today to enter the competition
www.cimaglobal.com/gbc

Thank you!

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