



CA Sri Lanka **BUSINESS PLAN** Competition 2019

ENTRY KIT



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INTRODUCTION TO THE CA SRI LANKA BUSINESS PLAN COMPETITION

The Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka) is among the country's largest professional education providers outside the university system and has been at the forefront in helping develop the knowledge base of the country's student population including students sitting for the G.C.E Advanced Level examination.

To enhance the knowledge of students, and to inculcate entrepreneurial skills among the future leaders of the country, CA Sri Lanka has organized the Business Plan Competition targeting Advanced Level (A/L) students from the commerce stream. The competition has been organized to encourage and educate students on the importance of preparing a business plan which is also an important segment of the local A/L Business Studies syllabus.

The competition will help students apply into practice the knowledge gained at the classroom level while the competition will also be an important platform to showcase their presentation skills. The competition will engage a very prominent panel of university lecturers to set out the necessary guidelines for the competition in line with the G.C.E Advanced Level syllabus.

This initiative aims to find true entrepreneurial talent which is lacking in the Sri Lankan context, while also being a guiding force to support and help students or teams become visionary entrepreneurs to help boost Sri Lanka, and its economy.

TERMINOLOGY AND ABBREVIATIONS

TASKS - T

DIFFICULTY LEVELS – D L

OBJECTIVE OF THE PROGRAMME

The primary aim of the competition is to provide students with a thorough understanding on the preparation and presentation of a Business Plan to facilitate new venture creation to the Sri Lankan economy.

LEARNING OUTCOME OF THE PROGRAMME

- Produce a new Business idea to the economy
- Prepare a Business Plan in line with the G.C.E Advanced Level syllabus
- Present a professionally drafted Business Plan to a panel such as a Sponsor, Joint Partner or a Financial Institution

ASSESSMENT

DIFFICULTY LEVEL 1: CONVENTIONAL THINKING (30%)

DL1T1: EXAMINING THE COMPONENTS OF A BUSINESS PLAN.

This task;

Focuses on the examination of the components of a business plan.

DL1T1.1: Explain the business idea

DL1T1.2: Analyze business ideas by doing a macro analysis in order to select a suitable business opportunity

DL1T1.3: Analyze business ideas by doing a micro analysis in order to select a suitable business opportunity

DL1T1.4: Introduce the business plan

DL1T1.5: Explain the importance of a business plan

DL1T1.6: Point out the elements that should be included in a business plan

DL1T2: PREPARE AN EXECUTIVE SUMMARY AND BUSINESS DESCRIPTION

This task;

Focuses on the preparation of an executive summary and business description

DL1T2.1: Introduce the executive summary

DL1T2.2: Highlight the importance of an executive summary

DL1T2.3: Describe the facts contained in an executive summary

DL1T2.4: Introduce the business description

DL1T2.5: Describe the facts contained in a business description

DL1T3: PREPARE A MARKETING PLAN SUITABLE FOR THE BUSINESS IDEA

This task;

Focuses on the preparation of a marketing plan suitable for the business idea

DL1T3.1: Define the marketing plan

DL1T3.2: Point out the importance of a marketing plan

DL1T3.3: Describe the content of a marketing plan

DL1T3.4: Prepare a marketing plan for a selected business opportunity

DL1T4: PREPARE AN OPERATIONAL PLAN ACCORDING TO THE MARKETING PLAN

This task;

Focuses on the preparation of an operational plan according to the marketing plan

DL1T4.1: Introduce the operational plan

DL1T4.2: Explain the importance of an operational plan

DL1T4.3: Point out the facts that should be included in an operational plan

DL1T5: PREPARE A HUMAN RESOURCE PLAN OF THE BUSINESS

This task;

Focuses on the preparation of a human resource plan for the business

DL1T5.1: Introduce the human resource plan

DL1T5.2: Explain the importance of preparing a human resource plan

DL1T5.3: Describe the facts to be included in a human resource plan

DL1T6: ESTIMATE PROJECT COST BY EXAMINING THE CONTENT OF THE FINANCIAL PLAN

This task;

Focuses on the estimated project cost by examining the content of the financial plan

DL1T6.1: Introduce the financial plan

DL1T6.2: Explain the importance of preparing a financial plan

DL1T6.3: List the facts which needs to be included in a financial plan

DL1T7: ESTIMATE THE OUTCOME OF OPERATIONS INCLUDED IN THE FINANCIAL PLAN

This task;

Focuses on estimating the outcome of operations included in the financial plan

DL1T7.1: Introduce the estimated profit or loss (income) statement

DL1T7.2: Explain information which needs to be included in the income statement

DL1T8: PREPARE AN ESTIMATED CASH FLOW STATEMENT INCLUDED IN THE FINANCIAL PLAN

This task;

Focuses on the preparation of an estimated cash flow statement included in the financial plan

DL1T8.1: Introduce the projected cash flow statement

DL1T8.2: Explain the information included in a projected cash flow statement

DL1T9: PREPARE AN ESTIMATED STATEMENT OF THE FINANCIAL POSITION INCLUDED IN THE FINANCIAL PLAN

This task;

Focuses on the preparation of an estimated statement of financial position included in the financial plan

DL1T9.1: Introduce the projected statement of financial position

DL1T9.2: List the information included in a projected statement of financial position

DL1T10: ANALYSE FINANCIAL STATEMENTS IN RELATION TO THE FINANCIAL PLAN

This task;

Focuses on analyzing financial statements in relation to the financial plan

DL1T10.1: Introduce the analysis of the financial statements

DL1T10.2: Perform and explain break-even-point (BEP) analysis

DL1T10.3: Compute the break-even-point using information available

DL1T10.4: Arrive at a conclusion on the business using ratio analysis

DL1T11: SUBMIT THE BUSINESS PLAN

This task;

Focuses on the submission of the business plan

DL1T11.1: Identify the components to be included in presenting the business plan

DL1T11.2: Point out the facts that must be considered in presenting the business plan

DL1T11.3: Prepare a model business plan* for a given business opportunity

NB*: The maximum number of slides in the Power Point Presentation must not exceed 20 slides

DIFFICULTY LEVEL 2: MODIFIED THINKING (40%)

Assessment Criteria ¹	Definition
Accuracy	Accuracy in all details. Especially of information, measurements, or predictions.
Completeness	Must comprise of all necessary or appropriate areas.
Effort worthiness	Efficiency and effectiveness of overall work.
Rationale	A set of reasons or a logical basis for a course of action or belief.
Reliability	Consistently good in quality or performance (able to be trusted).
Comprehension	Able to be understood.
Up to date	Incorporating the latest developments and trends.
Validity	The quality of being logically or factually sound.

DIFFICULTY LEVEL 3: INNOVATIVE THINKING (30%)

- This level will be evaluated based on the innovativeness of the concepts, procedures, and presentation.
- This will be the most critical level for a school to distinguish itself from the other competitors.

Important Notice

1. The DL 1 T 1 to DL 1 T 11 given above is for students to use as a guideline.
2. It is not necessary to follow the same flow as prescribed when submitting the written report and the MS Power Point Presentation.
3. Students do not have to replicate the entire section in their presentation as given in the DL 1 T 1 to DL 1 T 11 separately; instead they need to understand the essence and gist of the above areas and cover these areas in their business plan.

¹ Each and every evaluation criterion is given equal weightage.

ASSESSMENT GUIDELINES - FOR THE USE OF THE PANEL OF JUDGES										
Marks (30%)			Assessment Criteria (40%)							
			Accuracy	Completeness	Effort worthiness	Rationale	Reliability	Comprehension	Up to date	Validity
TASK	ACTIVITY	[✓]								
DL1T1	DL1T1.1									
	DL1T1.2									
	DL1T1.3									
	DL1T1.4									
	DL1T1.5									
	DL1T1.6									
DL1T2	DL1T2.1									
	DL1T2.2									
	DL1T2.3									
	DL1T2.4									
	DL1T2.5									
DL1T3	DL1T3.1									
	DL1T3.2									
	DL1T3.3									
	DL1T3.4									
DL1T4	DL1T4.1									
	DL1T4.2									

	DL1T4.3									
DL1T5	DL1T5.1									
	DL1T5.2									
	DL1T5.3									
DL1T6	DL1T6.1									
	DL1T6.2									
	DL1T6.3									
DL1T7	DL1T7.1									
	DL1T7.2									
DL1T8	DL1T8.1									
	DL1T8.2									
DL1T9	DL1T9.1									
	DL1T9.2									
DL1T10	DL1T10.1									
	DL1T10.2									
	DL1T10.3									
	DL1T10.4									
DL1T11	DL1T11.1									
	DL1T11.2									
	DL1T11.3									

CA Sri Lanka Business Plan Competition - 2019

1. General Information on the Competition

A team of four (04) students can choose a topic (Business Idea) and create a unique business plan which will support the business idea. The team of students will have to present their business plan to a renowned panel of judges. The entry kit has the detailed guidance to help the participating teams to customize their plans. This entry kit also indicates the learning outcome on each learning area. Judging will be in accordance to the guidelines stipulated in the entry kit. The CA Sri Lanka Business Plan Competition will be conducted in three stages.

Regional Rounds: The regional rounds will be held in the respective districts and a winner, first runner – up and a second runner - up will be selected at each of these rounds.

Semi-Final: The top 10 teams from the country will compete at the semi-final. Selection for the semi-finals will be done based on the highest aggregate marks.

Grand Finale: The top 05 teams from the semi-finals will compete at the grand finale. The winner of the grand finale will be selected based on the highest aggregate marks.

International Level: The winner of the CA Sri Lanka Business Plan Grand Finale - “Sri Lankan Champion” - will take part in the Blue Shift Case Competition organized by the Queensland University of Technology which will be held in May 2019 in Brisbane, Australia.

2. Entry Criteria

The team of four (04) students must comprise of

1. Students who are sitting for the G.C.E. Advanced Level Examination in 2019 August from the Commerce Stream (English Medium*)

And / Or

2. Students who are sitting for the G.C.E. Advanced Level Examination in 2020 August from the Commerce Stream (English Medium*)

***We strongly encourage English medium students to take part in this competition but Tamil & Sinhala medium students can also compete at the competition. All participating teams must present the business plan in English Language during all three rounds; Regional, Semi-Final and Grand Finale. The international competition by Queensland University of Technology (QUT) Brisbane will be conducted in English Medium and therefore, the local level competition cannot permit the use of any other language.**

Each of the four participating students are expected to present part of the business plan to the panel of judges during each round.

CA Sri Lanka Business Plan Competition 2019 extends an invitation to your school to participate at the competition which will kick off in early 2019. Please note that along with the four students, a teacher in charge must also be nominated.

3. Rules & Regulations of the Competition

- (a) All winners of the regional, semi-final & grand finale will be chosen based on the highest aggregate marks which they obtain. Selection will be done based on merits and unlike in the past the respective regional winners will not automatically get selected to the semi-final & the grand finale. The best and the brightest teams will secure a spot at the respective levels.
- (b) Each team/ school will have 25 minutes for their PPT presentation and the judging panel will raise some questions based on the team's presentation and each member of the team should present part of the business plan. It is upon the team's discretion to decide who will present which part, but the entire team should have a thorough understanding on the full plan since judges can raise queries from each and every member of the team.
- (c) Marks will be awarded as prescribed in the entry kit and the final decision is with the sole discretion of the Panel of Judges. No appeals/grievances will be entertained under any circumstances.
- (d) Students should be attired in school uniform.
- (e) All presenters should bring a valid identity card to verify their identity.
- (f) CA Sri Lanka will check for plagiarism* of all Business Plans submitted by schools for the competition and therefore advise schools to not copy identical business plans available online or from other sources.
- (g) CA Sri Lanka is not liable to pay for the transportation, and other costs involved in preparing for the competition, and presenting of plans at the regional, semi-finals and the grand finale.
- (h) All related costs of each team must be borne by the respective teams, or their schools or sponsors. CA Sri Lanka will not reimburse any costs incurred in preparing for the event.
- (i) Non submission of the business plan before the deadline, absence at the competition or failure to be punctual will disqualify the team.
- (j) All required reports and the MS Power Point Presentations must be submitted as per the stipulated deadline along with the application available on Page No. 14 of the entry kit.

***Plagiarism will be a disqualification.**

4. Recognition and Reward

4.1 Regional Competitions:

The Regional Round Competitions will be held in Colombo, Kandy, Gampaha, Panadura/Kalutara, Kurunegala, Galle, Matara, Kegalle, Ratnapura, Badulla, and Bandarawela & Jaffna. The winners of the regional rounds will be awarded the following prizes:

- (a) Regional Winner - LKR 50,000 cash prize
- (b) Runner - up - LKR 25,000 cash prize

(Regional winners will be selected based on the highest aggregate marks obtained at the regional level)

4.2 Semi Final:

The top ten (10) teams of the regional rounds will be selected for the semi-final based on the highest aggregate marks obtained at the regional level.

4.3 *Grand Finale:*

The five (05) top teams will be selected to the grand finale based on the highest aggregate marks obtained at the semi-final level and will be awarded with the following prizes:

- | | |
|--|--------------------------|
| (a) Grand Finale Winner | - LKR 250,000 cash prize |
| (b) Grand Finale 1 st Runner up | - LKR 150,000 cash prize |
| (c) Grand Finale 2 nd Runner up | - LKR 100,000 cash prize |

(Please Note: All winners will be selected based on the highest aggregate marks obtained at each level: Regional / Semi Final / Grand Finale.

4.4 *Blue Shift Case Competition:*

The Champion at the CA Sri Lanka Business Plan Grand Finale will receive an opportunity to participate at the Blue Shift Case Competition organized by the Queensland University of Technology (QUT), Brisbane, Australia. QUT will sponsor the four students and the teacher in charge on a fully paid trip to Brisbane, Australia.

5. Panel of Judges

Regional Level

1. University Lecturers
2. Industry Experts

Semi Finals & Grand Finale

1. University Lecturers
2. Representative from Queensland University of Technology, Brisbane
3. Industry Experts
4. High Profile Sri Lankan Entrepreneurs

6. Logistical Arrangements

- (a) The competition dates and venue will be notified to each team in advance.
- (b) Registration will commence at 8.00 am on the given dates and the teams will be given their presentation time slot upon registration.
- (c) Each school is permitted to bring another five (5) students from their school to cheer on the participating team at the regional levels. A total of 10 students will be allowed to participate at the Semi-Final and 25 students at the Grand Finale to cheer on their respective school team.
- (d) Refreshments will be provided to all participants.
- (e) The necessary laptop and the required audio video support will be provided at the venue by CA Sri Lanka. Teams can use graphics, visuals, sounds, animations in color for the presentation if required.
- (f) A briefing workshop will be held prior to the semi-final and grand finale by the Head Panel of Judges

7. Report Preparation Guideline

7.1 Written Report

- (a) Medium: English
- (b) Font: Times New Roman
- (c) Font Size: 12
- (d) Line Spacing: 1.5
- (e) Margins: Top, Bottom, Left 1.5" & Right: 1
- (f) Maximum Pages: 30 A4 (Single Sided) excluding supportive attachments.

- (g) Note: References should be provided at the end of the report and will not be considered for the prescribed page limit of the written report.

- (h) All the figures, tables & illustrations created by the team should be included in the body of the presentation (in the relevant) area.

- (i) Other supportive information to be enclosed as an annexure.

7.2 Microsoft Power Point Presentation Preparation Guideline

- (a) Teams should prepare the presentation slides of the proposed plan.
- (b) Students can embed images/videos to the presentation.
- (c) Each team can use a maximum of 20 slides in their Power Point Presentation, and must complete the presentation within 25 minutes.

7.3 Presentation formalities

- (a) Students should present a Microsoft Power Point Presentation at the given date and the venue.
- (b) Dress Code: School Uniform
- (c) Team: Each participating team must comprise of 4 members
- (d) Medium: English
- (e) Time Allowed: 25 minutes per school

8. Report Submission Guideline

8.1 Written Report Submission

- (a) Need to submit three (03) copies

8.2 Electronic Report Submission

High quality CD of the presentation should include the following files

- (a) Microsoft Power Point Presentation
- (b) Word file of the written report mentioned in Section 7.1
- (c) PDF file of the written report mentioned in Section 7.1

9. Common Briefing for Semi-Final & Grand Finale Teams

The teams who are eligible to compete for the semi-final and the grand finale will be having a common briefing session from the Head of the Panel of Judges. During this session, tips and guidelines will be given to the respective teams for such improvements without changing the original business idea which was presented at the regional levels. The date & venue for the briefing sessions will be notified to the selected teams.

10. Proposal Deadline for the Regional Competition

Hard copies and the soft copies of the Microsoft Power Point Presentation copies in (CD) of the business plan must be delivered to CA Sri Lanka on or before **Friday, 25th January 2019 during office hours (8.30 am to 5.00 pm).** The teams should present the same Microsoft Power Point Presentation at the regional level and teams which are selected to the semi-final and subsequently the grand finale will be permitted to carry out content improvements to the original plan, after the briefing session with the panel of judges. However, the teams cannot change the original concept presented at the regional level. **No deadline extension will be granted under any circumstances**

Written proposal & the CD's of the Microsoft Power Point Presentation must be delivered to:

The Institute of Chartered Accountants of Sri Lanka
Brand & Corporate Communication Division
4th Floor,
No. 30 A, Malalasekera Mawatha,
Colombo: 07.

NB: Proposals can also be sent to the institute via courier or Registered Post. The envelope containing the proposal should read as 'CA Sri Lanka Business Plan Competition' on the top left hand corner of the envelope.

Proposals sent through courier or registered post should reach the institute on or before the stipulated deadline.

Application for the CA Sri Lanka Business Plan Competition – 2019

Name of the School:

.....

Postal Address:

.....

Contact Details: (Sectional Head/ Coordinator)

.....

Details of the Participating Team (Four Students per School)

	Name of Participating Student	National ID No.	Signature
1.			
2.			
3.			
4.			

One teacher nominated by the school can accompany the students.

	Name of the Teacher in Charge	National ID No.	Signature
1.			

Declaration from the Principal, Deputy Principal and/or Head of the Commerce Section:

I/We hereby certify that the attached business plan was produced originally by our school and the above team, in accordance to the specifications and guidelines given by CA Sri Lanka. I/We also agree to comply with all the rules and regulations of the competition.

(Principal/Deputy Principal/ Sectional Head Commerce)

Name:

Title:

School:

Signature:

Date of Submission:

For official use only

Written Report 3 copies	
Microsoft Power Point presentation	

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