



**CENTENNIAL
MARKET**



**STUDENT
BUSINESS
COMPETITION**

**APRIL 29-30
MAY 6-7
2023**

centennialmarket.ca



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STUDENT BUSINESS COMPETITION

Overview

For two weeks, teams from each high school will create businesses and compete to win a marketing and business competition. The competition will take place at the Centennial Market.

The teams will be provided with:

- An initial \$200 investment that will be used to create and procure product.
- A booth at the Centennial Market for two weeks
- A local business mentor.
 - Someone with a marketing presence.
 - Doesn't need to be there every weekend but a couple meetings beforehand and available for answers.

The Competition

- Two weekends, April 29-30, and May 6, 7, 2023.
- Social media can start one month prior.
- Must follow typical Centennial Market vendor rules.
- Financial statements need to be submitted within 3 days after final competition day.

Judging

The teams would be judged on these components:

- Profit and financials
- Marketing wizardry
- General aesthetic of space and booth
- Judges look at financials, marketing, stop in and see booth. Do not need to be there the entire time.

Rules

- Can invest an additional \$300 up to a total \$500.
- Earned money can be reinvested.
- Shareholder sum would be paid back and 10% of net profit would be donated to charity of student's choice.
- Must be open two weekends during market times.
- Can start advertising a month before open date.
- Must provide financials to judging panel within 3 days of competition end.

