



STRATEGIZED
COMPETE
DOMINATE

12th Annual BC Business Challenge

DATE: Monday, January 11, 2010 **TIME:** 8:30am – 3:30pm

PLACE: Executive Airport Plaza Hotel & Conference Centre
7311 Westminster Highway, Richmond, BC

What's it really like to be the CEO of a major corporation? Students who participate in Junior Achievement's BC Business Challenge experience this level of leadership hands-on as they compete in our face-to-face business game.

The game teaches the importance of achieving balance between supply and demand in a competitive market. To be successful, students must develop and implement a strategy to help their company out-perform the competition in terms of profit, sales and market share. The teams compete with like-minded students across BC to win bursaries and awards.

'Holo-Generators', new-age miniature audio systems which project holographic visuals, are the hottest products in the challenge marketplace. Over the course of the game, which simulates 3 years of business activity, the students manage their company finances. They set prices, establish production levels and human resource requirements, plan marketing, research and development budgets, invest in plants and equipment, and make charitable donations.

The objectives of the Challenge are for students to:

- **Imagine** themselves as executives in a high-tech global marketplace;
- **Analyze** constantly changing production, sales and market figures;
- **Strategize** and make key business decisions;
- **Compete** for market share and financial success in order to
- **Dominate** their industry!

Event Details:

- Face-to-face business competition for approximately 150 Grade 11/12 students of up to 24 teams, supported by their business mentors and teachers
- Held annually for those who participate in the web-based JA Titan Business Game
- Featuring a Guest Speaker, a Luncheon and Awards Presentation for students and attendees



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