

Introduction to Business Strategy



*Shaking Up
Business*



CPA

CHARTERED
PROFESSIONAL
ACCOUNTANTS

Introduction

New semester, new challenges!

You're part of an ambitious business management student committee, and your cégep has asked you to organize a fundraiser to promote community involvement this semester. But you've been really busy lately, and you just realized that you forgot to create your business plan!

You only have 1 hour and 30 minutes before your committee meeting, where you'll have to present your ideas to the Dean for approval.

Working in a group of four, you'll need to draft a business plan. Fortunately, your favourite teacher has provided you with some guidelines and documents to help you create a solid plan.

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Explanation

What you need to do:

1

Choose a president to steer discussions, keep time, and provide feedback.

2

Establish the strategy for your business plan based on the scenario you chose, including the following elements:

A. Which source of funding did you pick? You can choose one or more to reach your goal.

B. Based on a quantitative analysis, explain why you chose this source of funding (support your answer with financial data, such as the amount raised versus the goal).

i. What prices did you decide on?

ii. How many people will participate (reasonable estimate)?

C. Based on a qualitative analysis, explain why you chose this source of funding (why it makes sense for the given context).

iii. Benefits or opportunities with your source of funding

iv. Drawbacks or risks with your source of funding

D. Explain how you'll promote your fundraising campaign (social media, contests, posters, etc.).

E. Establish a rough timeframe and a list of tasks.

BONUS

F. From a quantitative and qualitative point of view, which source of funding would be the least optimal for the context and why?

Scenario #1

Children's Charity

Select a cause of your choice that helps children. The goal is to raise \$2,500 over the next 12 months.

Your student committee currently has a mere \$10 to kick off the campaign.

What do you do?

Starting funds	Fundraising goal	Timeframe
\$10	\$2,490	12 months
Benefits	Reasonable timeframe and fundraising goal	
Drawbacks	Very little funds to start the project	



Scenario #2

Intern Recruitment for an Employment Agency

Many students are concerned about not finding an internship they like. After discussing the issue, you decide that organizing a recruitment event would be the best way to help students find the right internship. The event would also meet your cégep's goal of promoting community involvement, since you plan to donate the profits to an employment agency that helps newcomers find work. The event is scheduled to take place in three months.

Your VP of Finance tells you that you currently have \$2,200 to fund the project. They've prepared a financial plan and explain that for the event to be successful for both employers and students, it will cost \$2,500. That amount will need to be paid in the next eight weeks.

How do you do it?

Starting funds	Fundraising goal	Timeframe
\$2,200	\$300 + profits	3 months
Benefits	Plenty of starting funds	
Drawbacks	Very little time to raise the funds and figure out how to generate the profits to be donated	

Scenario #3

Business Event in Montréal

You saw a social media post about a major business event taking place at the end of the school year, and you've been saying that it would be a great opportunity for your committee ever since.

But your cégep is hours away from Montréal, and getting there will be a challenge. For the students in your program to attend and develop their business skills, you'll need to organize bus transportation and accommodations. Everyone is excited about the idea, especially since many local companies will benefit from having their interns gain valuable business experience.

The event will take place at the end of the school year, and your committee currently has \$6,500. Your VP of Finance has calculated that it will cost \$10,000 to go, and that everything will need to be paid in the next 8 months.

How will you raise the money needed to attend the event?

Starting funds	Fundraising goal	Timeframe
\$6,500	\$3,500	8 months
Benefits	Plenty of starting funds	
Drawbacks	Large fundraising goal	

Appendix

Event	Charge	Cost	Funding
Board game night	\$10 to \$30 per night	\$0	Space can be booked in advance; people pay when they arrive. The company allows you to keep 100% of the ticket profits, with their revenue coming from the sale of food and beverages.
Wine and cheese tasting	\$25 to \$40 per person	\$15 to \$25 per person	With the help of a partner, it will cost \$1,000 to rent the venue and buy the wine and cheese. Participants must be 18 years of age or older and must purchase tickets in advance. You'll receive a percentage of ticket sales after the event.
Academic competition	\$75 to \$125 per participant	\$25 to \$75 per participant	The event must be paid for in advance to cover the cost of hosting and catering (dinner for participants).
Spikeball tournament	\$25 to \$50 per team of two participants	\$10 to \$20 per team	Participants must sign up and pay before the event. Spikeball equipment has to be rented for one week (\$\$\$).
Item sales			
Cases of local kombucha (12 bottles)	\$20 to \$50 per case of 12	50% of sales	No restrictions, payment at time of order.
Cases of local cheese (6 cheeses)	\$40 to \$60 per case of 6	65% of sales	No restrictions, payment at time of order.
Student committee t-shirts (made in China)	\$1,000 to \$2,500 per box of 100	\$600 for 100 items	Minimum order of 100 items. Payment before ordering.
Student committee hoodie (made in Quebec)	\$31 to \$55 each	\$30 per item	Raise funds and place individual orders with the supplier.
Travel mugs (made in China)	\$250 to \$400 per case of 50	\$200 for 50 items	Minimum order of 50 items. Payment for 50 cups required when ordering.
Raffle/contest/draw			
Travel credit raffle	\$5 to \$20 per entry	\$500	You must sell enough tickets to cover the cost of the travel credit (100 tickets at \$5 or 25 tickets at \$20 to break even)
50/50	To be determined by you	50%	The winner takes half of the funds raised.
Prize draw (iPad, computer, headphones, etc.)	\$5 to \$24 per entry	\$750 to \$1,500	The more expensive the ticket, the fewer you're likely to sell.

Notes