



BISNET INTERNATIONAL CASE COMPETITION

COLOMBIA'S COMPETITIVE GROCERY RETAIL INDUSTRY

NOVEMBER 2 - 9, 2022

Case Competition Rules

- Teams will have a maximum of 4 students.
- Students must be of undergraduate level and currently enrolled at the university.
- The case study will be sent via email to groups on **November 2nd at 11 am EST**. Welcome Ceremony and Colombia Country Analysis will be from **3:00 - 4:00 pm EST on November 2nd**.
- The presentation will be recorded and uploaded to the case competition website by **6:30 pm EST on November 2nd**.
- Each team may select one faculty or coach who will be available for coaching/advising. Teams may use resources such as textbooks, internet searches, etc., but may not discuss the case with outside sources beyond their faculty advisor, such as other students or faculty.
- Group presentation scheduling calendar will be released on Monday, **October 31st** via the Case Competition [website](#). Accommodations will be made to allow east coast groups to choose earlier hours, and for west coast groups to choose later hours.
- Teams will have no more than 10 minutes to present their analysis and recommendation. Judges will then have 10 minutes for questions. Once the time limit is met the timekeeper will cut off the presentation. There will be a 10-minute break in between each presentation.
- A timekeeper will be present for all presentations and will advise students when they have 2 minutes remaining. Time keeper will also advise judges when there are 2 minutes remaining for questions.
- Every member of the team must present during their team's presentation.
- Teams are not permitted to watch other teams' presentations. However, presentations will be recorded and distributed upon completion of the competition.
- Coaches are permitted to be present during the presentation, but must remain present in the Zoom room for the entirety of the presentation and the Q&A and cannot coach or advise students.
- The only written material to be submitted to judges will be a one-page executive memo summarizing each team's analysis and suggestions. **The memo must be double-spaced, 12-point Times Roman font with 1" margins.** The memo will be submitted no later than November 9th at 8:00 am EST via the link provided on the calendar sign up. Submissions received past the deadline will result in 5 point score reduction.
- Judges will announce the winning team **November 9th between 3:30 - 4:00 pm EST** during the awards ceremony.



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Judging Criteria

Group presentations will be evaluated based on their rationale of the suggestion, depth of understanding of the country and industry evaluated in the case, quality of the presentation, as well as responses during the question and answer session with judges.

Group presentations will be scored using the following criteria:

Quality of Analysis - 35 total points

- Depth and breadth of understanding of business challenges and opportunities in featured country (17.5 points)
- Depth and breadth of analysis industry and company (17.5 points)

Quality of Recommendations - 35 points

- Logic and clarity of recommendations for featured company

Quality of Presentation - 15 points

- Professionalism of team and the presentation (5 points)
- Clarity and style of presentation and communication (5 points)
- Input from all team members (5 points)

Quality of Q&A - 10 points

- Sensible, thoughtful, clear, and complete responses
- Ability to defend recommendations

One-page Memo - 5 points

- Clarity and conciseness of memo

**Teams will be docked 5 points for late submission of memo*



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Case Competition Schedule

2 November 2022- Country Analysis and Case Presentation

11:00 am EST - Case study released

3:00 - 4:00 pm EST - Live Colombia country analysis + Q&A session

6:30 pm EST - Recording of presentation uploaded to Case Competition website

2 – 8 - November 2022 Group Work

9 November 2022 - Presentations, Deliberation, and Closing

Group Presentations:

9:00 - 9:20 am EST		12:30 - 12:50 pm EST
9:30 - 9:50 am EST	Afternoon Break	1:00 - 1:20 pm EST
10:00 - 10:20 am EST	11:30 - 12:30 EST	1:30 - 1:50 pm EST
10:30 - 10:50 am EST		2:00 - 2:20 pm EST
11:00-11:20 am EST		

Judge Deliberation:

2:30 – 3:30 pm EST

Award Ceremony & Closing:

3:30 – 4:00 pm EST

Tips for Presentation Day

- Be on time! Presentations will start immediately. If groups are late to commence, this will be docked from their 10 minute presentation time.
- Students should have their presentation open and ready to share before entering the Zoom call as to avoid any delays. The moderator will give sharing access to the students who will be sharing their screen once the group is in the room. Multiple students can share their screen if desired.

Good luck and have fun!



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Final Presentation Schedule: Wednesday, November 9th, 2022
9:00 am - 4:00 pm EST

9:00 - 9:20 am EST

Team Group 1

9:30 - 9:50 am EST

Team Los Mejores Consultores

10:00 - 10:20 am EST

Team Forward Together

10:30 - 10:50 am EST

Team Maya

11:00 - 11:20 am EST

Team Sparkle

Break

12:30 - 12:50 pm EST

Team Grocery? Listo

1:00 - 1:20 pm EST

Team Mercado Consulting

1:30 - 1:50 pm EST

Team Phoenix Consulting

2:00 - 2:20 pm EST

Team Worth Your Salt Consulting

2:30 - 3:30 pm EST

Judges Deliberations

3:30 - 4:00 pm EST

Awards Ceremony and Closing
Remarks