

## **JA Uganda 2011 Company of the Year Competitions**

### **All JA Company Program Participants.**

It is our pleasure to welcome you to this year's Regional and on qualification National COY competitions. We are streamlining the structure of the competitions this year to be able to accommodate the growing numbers of JA investors and also to ensure comprehensive regional evaluations and involvement to be able to offer the necessary support.

Participation in these competitions is a testimony of your boundless potential that exhibits your creativity, enthusiasm towards work and capability to succeed in life if exposed and guided in the right way.

Over 200 secondary schools (with various companies per school) across the country will participate in the regional competitions. The Overall winner for each region will compete for the national overall company of the year award. i.e. 11 companies will compete for this particular award. The dates for these competitions are:

### **Regional Expos**

1. Kampala, and Mpigi 9<sup>th</sup> Sept,
2. Mukono 9<sup>th</sup> Sept
3. Kamuli, Jinja 13<sup>th</sup> Sept
4. Mbale-13<sup>th</sup> Sept
5. Mityana 16<sup>th</sup> Sept
6. FortPortal -16<sup>th</sup> Sept
7. Masindi 19<sup>th</sup> Sept
8. Arua-21<sup>st</sup>- Sept
9. Gulu-23<sup>rd</sup> Sept
10. Masaka-28<sup>th</sup> Sept
11. Mbarara- 28<sup>th</sup>- Sept

### **National Expo**

13<sup>th</sup> October 2011 in Kampala

### **Africa Regional Competitions**

The overall winner of the national expo will represent Uganda at the Africa regional competition to be held in 2012 date and venue to be announced.

This information is to enable you to prepare properly for these events such that you can bring out your best as you show off your skills. We therefore recommend that you read this information careful and seek clarification where necessary well in time.

We wish you all good luck and look forward to witness your achievements this year!

Sincerely,  
JA Uganda

## Awards and Criteria

### 1. Regional Company of the Year (CoY) Award

All schools that have participated in the JA Company Program this year must exhibit at the relevant regional competitions to compete for the regional CoY Award. Every school must confirm their participation and the number of companies from that school that will participate at the relevant expo with their regional coordinator **by 20th August 2011** to enable us plan accordingly. Lists of schools per region will be available on the JA Uganda website – events page from 26th August 2011. Regional coordinators contacts shall be availed together with the list of schools on the website as mentioned above.

Only the regional CoY Award shall be contested for at the regional level. The best company of each region shall qualify for the national competitions. Other companies (though must be part of their regional CoY Award) are free to contest for other award categories as elaborated in section 3 below.

#### Award Criteria

The regional competition shall have **two** parts:

#### **A. Annual report**

The company's annual report structure shall follow the following guidelines;

Should be in A4 format, maximum 12 pages (including attachments, front and rear) and be printed as a complete document. The cover of the report should indicate;

- Your Company Name and *logo if available*.
- The name of the school your company is associated with.
- Year (Period) when the company has been operating
- Name of JA Patron, Volunteer or/and mentor where appropriate

The first page of the report should offer a summary and shall contain the following elements:

- Mission (purpose) and Vision
- Goal(s)/Objective(s)
- Product(s) or service(s) offered i.e. a summary of your business activities.
- Economic (business) indicators
- Table of Contents

The annual report table of contents shall include:-

- The governance and management structure of the company
- About the company. (I.e. Your business idea and activities, why that idea, challenges met, learning effect, potential long term, collaboration with mentors or/and external business advisors etc. anything that you feel can give an outsider a good picture and understanding of your operations).
- Financial statements.
- List of Shareholders detailing Name, class, age, sex and amount of shareholding held.
- Any other information that you deem relevant.

***The annual report must be submitted to the JA Uganda Regional Coordinator by 5.00 p.m. 2nd September 2011. Failure to submit the same by that time and date shall disqualify the team.***

#### **B. Exhibition (incl. exhibition interview)**

No more than 5 company members shall be allowed per exhibition stand. The jury shall conduct the interview and inspection on the condition and shall focus on the following;

- Visual expression: design, information source and a link to your business.
- Personal expression: sales and presentation skills, product and business knowledge, interaction.

## 2. National Company of the Year (CoY)

Eleven (11) companies will compete for this award represented by 5 students per company. At least three of the competition participants per company must be under 20 years. This is in an effort to have a similar age range that fits average secondary school age bracket.

The competition shall have **four** parts:

### A. Annual report

The company's annual report structure shall follow the same guidelines as in the regional competitions above.

*The annual report must be submitted to the JA Uganda Office by 7<sup>th</sup> October 2011 5.00 p.m. failure to submit the same will disqualify the team.*

### B. Exhibition (incl. exhibition interview)

Same guidelines as at the regional competitions.

### C. Panel Interview

Each team shall face a panel of the jury separately in a private room. The interview will be conducted without a teacher or mentor from the business community present. It will last for about 5 -10 minutes. The interview shall base on the Annual report submitted and will focus on;

- The Learning Effect; Teamwork; Knowledge and understanding of how a business works; knowledge and understanding of the company's financial implications; Working with a mentor and networking plus other salient features that may be identified.

### D. Presentation on the Stage

A presentation shall be made to the audience by each team lasting up to 5 minutes. The team shall give a snapshot of its business plan, activities and performance. One to four members may be on the stage. It will be possible to use power point and microphones. Teams that intend to use power point must submit their presentations to JA by 9.00 a.m. on the exhibition day. The presentation shall be judged based on:

- Structure
- Content and relevance.
- Presentation skills, originality and use of visual aids.

## 3. Other Categories

*A maximum of three teams (Companies) shall be nominated to compete for each of the following categories at the national level. Each team that would like to contest for the same must submit the relevant requirements as stipulated there under by 30<sup>th</sup> September 2011 5.00 p.m. Teams are free to contest in different categories as desired.*

### i. Innovative Idea

This award is aimed at encouraging innovation and creativity to foster new business ideas that can address the unemployment challenge of the youth in Uganda.

In this category innovative ideas will be rewarded. It may be the product itself or how it appears, works, used, sourced etc. The jury will make an overall assessment based on the following criteria:

- Degree of innovation / innovative concept
- Context, functionality and design
- How did the company cooperate with relevant stakeholders in the process from concept to

design?

- Is the product suitable for commercialization?

Provide a brief description of the company's innovative product/idea. You may include a picture or sketch of the same. The description must not exceed 1 A4 page.

## **ii. Best Managing Director**

This award is aimed at promoting able leadership. This is a personal award to an individual that held the position of the Managing Director (or equivalent) of a JA Company in 2011. Teams shall nominate their MDs to contest for this award where they feel s/he qualifies for the same as per the following criteria;

- Team Work – how did s/he exhibit teamwork development when at the helm of the company management?
- Strategic thinker – ability to analyze opportunities and problems from a broad perspective and understanding the potential impact or How did s/he assess the environment in which you were operating and make smart decisions that would generate the best results?
- Demonstrated integrity, owned his/her mistakes, earned the respect of those s/he was leading.
- Exhibited commitment to the company and was reliable.
- Listens effectively – first seeks to understand to be understood and a good negotiator and
- Organised and a good planner –

Teams shall exhibit the level of capability of their nominees on each of the traits above citing examples/scenarios when this was exhibited. At least 50% of the management team and/or 40% of the shareholders shall sign to confirm the nomination.

## **iii. Highest Return on Capital Employed**

This award is aimed at promoting maximum benefits towards resources used. It is aimed at teaching the young entrepreneurs that too much capital (over investment) may not always mean success.

For companies that feel they maximised their shareholders' value by utilising the amount of capital invested in their operations to realise significant profits before the tax provision. i.e. the relationship between the profit (net income) realized and the capital invested (shares sold and debts); Calculation:  $(\text{Profit before Tax} / \text{Capital invested}) * 100$ .

Companies contesting for this category must;

- Have realised a ROCE of not less than 20%.
- Has been in operation for a period of not less than 3 months.
- Submit a detailed financial report as required in category *d* below.

## **iv. Financial Reporting**

This award is aimed at promoting accurate, reliable and timely financial reporting in Ugandan business in an effort to eliminate unethical financial record keeping and the 'black' economy.

Assessment for the "Best accounting/financial reporting" company shall be based on the financial statements of the company and in particular shall focus on the following criteria:

- Supporting documents attached e.g. payment and cash vouchers plus receipts.
- Journal entries entered correctly and accurately in reference to attachments submitted (Trial Balance).
- The organisation cash book.
- Income statement and balance sheet winding up the company.

All the above must be similar to what shall be included in the annual company report that must be submitted by all companies under the overall CoY Award.

#### **v. Community Tourism Potential**

The award aims at promoting youth involvement in the tourism sector of Uganda. It is intended to expose youth to tourism, encourage them to identify business ideas in tourism and also know the tourist opportunities in their midst.

Assessment for this award shall focus on;

- How does the business idea include and benefit local communities, particularly indigenous peoples and villagers,
- How is the product/service a tourism oriented/promotional business idea.
- Respects, promotes traditional/local culture and social structures.
- How does the business connect to potential tourists.

#### **vi. Handcraft Quality Award**

The award aims at promoting hand craft making, appreciation and promotion among the youth to eliminate idleness among young people, appreciate it a potential source of income or supplementary income even when in gainful employment and also to nurture innovative ideas.

Assessment for this award shall focus on;

- Knowledge/skill; Company members' involvement in the making of the crafts.
- Quality of crafts.
- Potential for commercialisation of the product.
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#### **vii. Green Business**

JA Companies whose business idea focuses on energy conservation, renewable energy or/and environmental conservation.

***Energy conservation** refers to efforts made to reduce energy consumption e.g. through increased efficient energy use, decreased energy consumption and/or reduced consumption from conventional energy sources; **Renewable energy** is a type of material that can be replenished as a source of energy; **Environmental conservation** is the act of conserving or saving natural resources through careful management. Involves use of the resources wisely and responsibly. E.g: reducing waste, saving trees, recycling, using renewable resources that don't deplete natural resources etc.*

- The product/idea shall have the purpose of:
  - o Reduce energy consumption, or
  - o Adopt / promote / develop / further develop renewable energy or
  - o Promote/create awareness.
- The company has made a short report on current energy use and the potential impact of their product to the existing situation. Companies participating in this category shall submit a brief description that discusses the company's product and profile, the energy conservation element therein plus the potential energy impact (i.e. a description of the three criteria). Feel free to include a sketch or a picture of the product. The description must not exceed 2 A4 pages.

#### **viii. Girl- Leaders Award.**

The "Girl-Leaders " of the Year Award" honors the flair, business acumen and integrity of young girls managing a company successfully. Only mixed schools can contest for this award.

Assessment shall focus on;

- Senior Management Team of the Company (heads of Departments) comprise of at least 50% girls.
- The company managed or was able to achieve at least 30% ROCE.
- The team's articulation of why girls on the management team.

**ix. Business IT Award.**

The award intended to promote embracing of information technology in business management. Assessment shall focus on;

- Companies with email address, website, evidence of business communication via email by members etc.
- Use of information technology to retrieve, store and transmit information e.g. soft copies of company records, stories/news, videos etc.
- Company commercials, logos etc
- Use of IT to present the business story at the expo.

**x. Enterprise Without Borders Award**

The award is intended to recognise JA companies that have evidence of having been involved in across the borders business.

Assessment shall focus on:

- Registration of the company on the JA EWB website.
- The extent to which the company profile has been articulated on the website.
- Cooperations with other JA companies outside Uganda.
- Transactions/deals secured.
- Articulation of benefits/experience from the cooperation.