



Adjudication Criteria for the Universities Business Challenge: Profit, Market Share and Customer Satisfaction

These will be the adjudication criteria be for ranking teams in Round 1 of the UBC.

Cumulative Profit at the end of Round 1:

Your final Cumulative Profit (to be found on your balance sheet) will determine which teams will join us at the Round 2 Semi-Finals of the IBM Universities Business Challenge.

In order to deliver the maximum profitability for your business you need to consider the following:

- 1. Profitability as an outcome of operational decisions**
- 2. Market share**
- 3. Customer Satisfaction**

Profitability:

Each time you make a decision about how you run your business you will need to ask yourself the question: **“Does this make sense in terms of our profitability in both the short and long- term?”** In other words, are you using the resources available to you (cash, loans, production facilities etc.) in a way that drives the maximum profit possible?

Market Share:

A second factor to take into consideration is your market share. **There are 8 teams competing in your market** and part of your role as a Board Director is to plan a strategy for **taking market share from your competitors**. You **can calculate your market share** by looking at total market sales against your company’s sales figures as a percentage. Market share is **driven by price, investment in marketing and your level of customer satisfaction**. High market share should drive down your ratio of costs against your income if you have made the right operational decisions as mentioned above.

Customer Satisfaction:

Customer satisfaction is measured by your **Product Image**. This depends upon your Company’s ability to match production and marketing effort and therefore your ultimate ability to meet the orders received from your customers during any Trading Period. If your



customers want to buy your products and find that they are not available to them they will certainly not be satisfied customers!

At the end of any Trading Period where a Company **fails to fulfil all the orders** it receives for Product Alpha and/or Product Delta, **the Company's Product Image will be reduced by 0.1.**

Each Product, i.e. Alpha and Delta, has a separate Product Image. Your Company will start the first Trading Period with a **maximum Product Image of 1.00 in each Product area**. On each occasion your Company fails to fulfil orders the Product Image for the appropriate Product will be reduced by 0.1. However, **if your Product Image is already less than 1.00** from a previous Trading Period – and if you **fulfil all your orders** the **Product Image will increase by 0.1**. However, if you continue to fail to fulfil orders the image will keep slipping! This will obviously affect your Company's ability to trade in the markets.

The Product Image is used as a multiplying factor in the calculation of the Company's market shares and therefore, reduction in the factor will cause a reduction in the share. **Remember also that your Product Image factor is used to determine the award of contracts.** A low contract price alone is not enough to win the business. Take a look at your Participant's Guide to see how Contracts are awarded.

The Product Image to be applied to the next Trading Period will be shown in your Company Management Report.



Rules for the Universities Business Challenge

- A maximum of five (5) team members are allowed per team.
- Any substitution of team members needs to be agreed with the UBC Management Team and will be at their discretion. The UBC team must receive any request to substitute a team member by email at the following address:
helpdesk@ubcworldwide.com
- Team decisions must be submitted via the simulation website according to the timetable and no later than the specified time on the specified dates. Thereafter UBC on-line system will no longer accept any further decisions for that decision period.
- 'Special Play' will be put into operation if a team has missed the timetable deadline for decisions and no prior agreement was sought from the Universities Business Challenge Management Team. (Note: Please refer to the Participants Guide for further information on 'Special Play').
- General business etiquette and professional behaviour and respect for other participants and sponsors is expected at all times, especially at all Semi Finals and the Grand Final.
- Any behavior by team members, which in the opinion of the Universities Business Challenge Management Team contravenes the rules or constitutes "unfair trading practice", may result in the disqualification of the team.
- The UBC Management Team reserves the right to amend these rules and changes will be sent to team leaders by email.
- Teams that progress through from Round 1 to subsequent rounds may use programmable graphical calculators and laptop computers during the Round 2 Semi Finals and Round 3 Grand Final if they so wish.
- The UBC Management Team's decision will be final.



- All team information submitted will remain confidential and is for the purposes of running the Universities Business Challenge only.
- Where a UBC student participant submits their name and email address, it is assumed that by this action that permission is given to the UBC organisers to utilise this among the UBC employer partners, so that information on graduate opportunities can be sent to student participants.