Registrations close
11 August
fbe.unimelb.edu.au/bcomp
WHAT IS A CASE COMPETITION?

1. Identify key issues facing a business
   - Profitability
   - Growth strategy
   - Revenue diversification
   - Market entry
   - Response to competition

2. Utilise a range of skills to develop innovative solutions
   - Geographic expansion
   - New products or industry
   - M&A or joint ventures
   - Technology
   - Reassess business mix

3. Present solutions to industry and alumni judges
   - 15 minutes presentation
   - 10 minutes Q&A
The Age is feeling the effects of the declining Newspaper industry. Identify a strategy to ensure The Age’s survival and growth into the next 5 years.

Public Transport Victoria is seeking to establish Victoria’s transport system as a global leader. PTV seeks an innovative solution to achieve this ambitious goal.
COMPETITION STRUCTURE

Case Nº1
- Slides only, no presentation
- Open to all students 2nd year or above

Case Nº2
- Semi-final presentation
- 15 Semi-finalists

Pool A
- Team 1
- Team 2
- Team 3
- Team 4
- Team 5

Pool B
- Team 6
- Team 7
- Team 8
- Team 9
- Team 10

Pool C
- Team 11
- Team 12
- Team 13
- Team 14
- Team 15

Final presentation
- Finalist 1
- Finalist 2
- Finalist 3

Winner 😆蒴
WHAT ARE WE LOOKING FOR?

1. Detailed analysis and understanding of the business

Jobzone has seen great success in the market as the top Norwegian player

<table>
<thead>
<tr>
<th>Jobzone market position</th>
<th>Strong financial results for Jobzone</th>
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<tbody>
<tr>
<td>21% Manpower Group AS</td>
<td>995m kr. Turnover in 2016</td>
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<tr>
<td>17% Adecco Norge AS</td>
<td>27m kr. Net profit in 2016</td>
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<td>7% Jobzone AS</td>
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<tr>
<th>Jobzone competitive advantage</th>
<th>Strong community impact for Jobzone</th>
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<tr>
<td>Largest Norwegian owned competitor</td>
<td>8,000 Employees served</td>
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<td>Franchise model</td>
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<td>Local and well acquainted</td>
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Ask yourself: Have I fully understood the environment in which the case company operates?
WHAT ARE WE LOOKING FOR?

2. Realistic and innovative solutions

Ask yourself: Would this have been proposed before? Can the company actually implement this realistically?
WHAT ARE WE LOOKING FOR?

3. Feasibility: financial and logistical

**JobMatch and TempMatch will be rolled out by the end of 2018**

<table>
<thead>
<tr>
<th>Action</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
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<tr>
<td><strong>JobMatch</strong></td>
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<tr>
<td>Software development</td>
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<td>Hire assessment centre spaces</td>
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<td>Roll out JobMatch</td>
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<td>Increase frequency and expand</td>
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<tr>
<td><strong>TempMatch</strong></td>
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<tr>
<td>Software development</td>
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<td>Take tool to market and trial</td>
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<td>Retrain consultants</td>
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<td>Refine algorithms and scale down developers</td>
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**Ask yourself**: Is this financially viable? Can all this be achieved in the time horizon proposed?
WHAT ARE WE LOOKING FOR?

4. Impact: Quantify and consider things beyond profit

Find other relevant metrics to quantify – it isn’t all just about revenue and costs!

Net financial impact

Ask yourself: Is this impactful? Is there anything other than profit that the case company may care about?
WHY PARTICIPATE? SKILL DEVELOPMENT AND GROWTH OPPORTUNITIES.

BComp offers you the support, mentoring and feedback necessary for genuine growth and development.

Launch Workshop for first round case

Crack-the-case SPP workshop for semi-finalist teams

Feedback after every round

Mentoring by ICC alumni for semi-finalist teams

BComp gives you the opportunity to develop essential skills for career success.

Teamwork

Strategic thinking

Presenting skills

Real consulting experience
WHY PARTICIPATE? NETWORKING WITH INDUSTRY SPONSORS.

BComp gives you the opportunity to develop essential skills for career success.

There will be networking opportunities with professionals from the case company, SPP (consulting) and UBS (investment banking), as well as with International Case Competition alumni judges working at a range of other organisations.
WHY PARTICIPATE? PRIZES TO BE WON!

SPP
Guaranteed graduate / internship interviews for the winning team

Cash prize
1st prize: $3000
2nd prize: $2000
3rd prize: $1000

Mentoring & networking
Available to the top 15 teams

ICC
Guaranteed interviews for the winning team – many ICC alumni participated in B.Comp!

Winners at the 2018 McGill Management Case Consulting Competition in Montreal, Canada
## KEY DATES

<table>
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<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
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<tr>
<td>Information session 1 (plus team mixer)</td>
<td>Thursday 1st August (Week 1), 12pm</td>
<td>Spot, Room 1022 (Level 1 theatre)</td>
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<tr>
<td>Information session 2 (plus team mixer)</td>
<td>Tuesday 6th August (Week 2), 12pm</td>
<td>Spot, Room 5007</td>
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<td>Registration closes</td>
<td>Sunday 11th August (Week 2)</td>
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<tr>
<td>Launch case workshop, case release</td>
<td>Monday 12th August (Week 3), 6.30pm</td>
<td>David P. Derham Theatre, Law Building</td>
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<tr>
<td>Preliminary rounds slide submission</td>
<td>Monday 19th August (Week 4), 9am</td>
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<td>Informed of preliminary rounds outcome</td>
<td>By Wednesday 21st August (Week 4), 5pm</td>
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<tr>
<td>SPP workshop</td>
<td>*Friday 23rd August (Week 4)</td>
<td>4.012, The Spot</td>
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<td>Cracking the case and mentoring</td>
<td>*Saturday 24th August (Week 4), 9am – 5pm</td>
<td>FBE Level 2 Breakout Rooms</td>
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<td>Final slide submission</td>
<td>*Sunday 25th August (Week 4), 5pm</td>
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<td>Final presentations (top 15 and top 3)</td>
<td>*Monday 26th August (Week 5)</td>
<td>FBE Level 2 &amp; David Derham Theatre</td>
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REGISTER NOW!

1. Form a team of four, comprised of BCom students in their 2nd year and above

2. Check that all team members are available for all key dates (email us ASAP if there is a conflict)

3. Register online at this link: http://go.unimelb.edu.au/3wer

4. Questions? Email us at bcom-case-comp@unimelb.edu.au

Click going on our Facebook event for updates: go.unimelb.edu.au/o9u6

Please see this short video: http://go.unimelb.edu.au/f2o6