



WALL'S X PRASETIYA MULYA

MARKETITION

MARKETING PLAN COMPETITION BY MANAGEMENT SOCIETY UNIVERSITAS PRASETIYA MULYA

MARKETITION 2018: OVERVIEW

Marketition is an annual national marketing competition for graduate students (S2) in Indonesia. It is one of the series of events under Ideacraft organized by Management Society, a student organization of Magister Management of Universitas Prasetiya Mulya. Consisting of multiple rounds, Marketition offers an authentic marketing case provided by a case provider. This year is our 7th annual competition and we are scaling it up across the South East Asian region with Wall's serving as the main case provider.

Our partnership with Unilever is based on a common goal: to pursue the vision of AFTA, a free trade area to improve the competitiveness of South East Asia's products and human capital in the international market. In our bid to achieve the goal, Marketition hereby invites graduate students from across South East Asia to compete in this multinational event by solving a real and current business case from Wall's.

The 7th Marketition has been conceived to serve as a platform for:

1. Solving a real marketing case;
2. Generating creative marketing ideas;
3. Networking among business graduate students and marketing decision makers; and,
4. Preparing global competitions for both business graduate students and companies.

OUR VISION

To become the pioneer of graduate level marketing-plan competition in Indonesia that covers the ASEAN market as a tool to improve the quality and competence of human resources and businesses in South East Asia by delivering real marketing issues provided by the Case Provider.

OBJECTIVES

1. To become the medium of marketing implementation in real-world context
2. To become the place to generate fresh and creative marketing ideas
3. To build good relationship/partnership among Prasetiya Mulya, case contributors (production house), sponsors (company), and other graduate business schools in South East Asia
4. To become a medium for graduate students across South East Asia & companies to prepare for global competition.

Apart from serving as a multi-faceted platform, Marketition also offers to the successful participants monetary rewards totalling USD 6,500 (excluding taxes) as detailed below:

1ST PLACE	USD 3250
2ND PLACE	USD 2000
3RD PLACE	USD 1000
BEST PITCHER	USD 250

REGISTRATION

1. Each team is to consists of 3-5 graduate students from same or different universities, preferably of different majors or background (e.g. business, management, design, digital technology).
2. Each university/ institute/business school may send more than 1 team.
3. Each team may represent the same school or on personal behalf (across universities).
4. Each participant may only be registered on 1 team and cannot be substituted for any reason.
5. Participants who are already working are to provide their job identity card & a statement letter from their employing company. (Not a direct competitor of Wall's).
6. Participants must attach a statement letter from their respective institute/ university testifying their active status as student.
7. All the Committee's decisions are final and cannot be altered.
8. The Committee reserves the right to make a decision on any condition unstipulated herein.



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ONLINE REGISTRATION PROCESS

1. Fill in the online Registration Form on www.ideacraft.id/marketition:
 - a. Type in your e-mail address; the address will be used as your username;
Create a new password (not the same as your e-mail password);
Insert your team's name;
Indicate whether you participate on behalf of your university (all team members from the same university) or on personal behalf (team members from various universities)
2. You will receive a welcoming e-mail from ideacraft.id@gmail.com, which also provides you with information on:
 - a. Payment instructions;
 - b. Guidelines for submission of the proof of payment from your account.
3. Your account will be activated once your proof of payment has been verified. The next step is to fulfill these documents:
 - 3.1 Representing a University/Business School/Institute
 - a. One (1) Acknowledgement Letter(s) from the University/Business School/Institute
 - b. Student ID Cards
 - c. Employee ID* (for team members who are employed)
 - d. Acknowledgement Letter from the Company* (for team members who are employed)

*Required; non-compliance may lead to disqualification
 - 3.2 On Personal Behalf
 - a. Acknowledgement Letter(s) from respective University/Business School/ Institute of every team member
 - b. Student ID Cards
 - c. Employee ID* (for team members who are currently employed)
 - d. Acknowledgement Letter from Company* (for team members who are employed).

*Required; non-compliance may lead to disqualification.



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ADDITIONAL INFORMATION ABOUT REGISTRATION

1. Registration fee for each participating team is as follows :

From Indonesia: Rp600.000,00

From other countries: USD 45

2. For participants from Indonesia, payments is to be transferred to the following beneficiary's bank account:

Yayasan Prasetiya Mulya

BCA KCU SCBD, Jakarta

006-312-2022

And for international participants, payments is to be transferred to the following beneficiary's bank account:

PayPal

First, login to your paypal account.

Using payment url: paypal.me/alfirahadian

Enter the amount US\$45

Click "Next"

Add a note: Your team name

Uncheck list the "Paying for goods or a service? Select the checkbox

and your eligible purchases may be covered by Paypal Buyer

Protection"

Click "send payment now"

3. Registration last day is 12 September 2018

4. Registration fee is non-refundable for any reason

5. Once a team's registration is uploaded, the team's membership is registered and considered final. Changes to reduction of existing member(s) are possible although are not recommended. Replacement by, or introduction of, any new member(s) to the registered team is strictly not allowed; non-compliance will lead to disqualification.



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COMPETITION STAGES

IMPORTANT DATES

1. Open Registration: **15 August 2018**
2. Close Registration: **12 September 2018**
3. Technical Meeting: **15 September 2018**
4. Executive Summary Stage: **15 September - 4 October 2018**
5. Executive Summary Submission Deadline: **5 October 2018**
6. Illustration & Prototyping Stage: **15 - 31 October 2018**
7. Illustration & Prototyping Submission Deadline: **2 November 2018**
8. Final: **10 November 2018**

INFORMATION ABOUT MARKETING PLAN

General Requirements

1. Every marketing plan sent to Marketition 2018 must be original, void of plagiarism, and has never been used in other marketing plan competitions.
2. Two sources of information for marketing plan preparation: (1) Case; (2) Technical Meeting.
3. Each team will be invited to the Technical Meeting day, which will be held on 15 September 2018, when members can gather additional information and/or verify data related to the competition. A representative from case provider Wall's will also be present in the Technical Meeting.

SELECTION PROCESS

1. Grading will be done on a blind paper system, whereby the writer's name and profile will not be disclosed to the judges.
2. Solution paper selection will be done by Wall's Team. The selection will emphasise on these aspects:
 - a. Market analysis: Is the product and marketing campaign idea built on a sound analysis of the market?
 - b. Product Idea: Is the product innovation disruptive, relevant, and consistent with Wall's? Does the product 6P answering the specific needs of our 18-24 years old middle class consumer?



- c. Marketing Campaign: Is the campaign aligned to the brand and able to achieve the goals outlined in the brief? Does it drive talkability and shareability? Does it utilize latest digital technology and trend?
 - d. Financials: Is the financial analysis based on sound logic, with reasonable assumption?
3. As many as 10 teams who pass the preliminary round will advance to the finals by doing a pitch deck plus Q/A to present their marketing plan in front of the judges comprising Wall's, Unilever, Representative from F&B industries and Prasetiya Mulya's Faculty Members.

DISCLAIMERS

1. The Case is made by Wall's based on actual data which have been adjusted for the competition's interest
2. Marketition's Committee has no authority to provide additional information outside the listed information
3. Any form of ideas and plan that have been submitted by the team in the form of Marketing Plan paper or presentation during the process of Marketition 2018 will be part of the Case Provider's property, in this case Wall's and could be used anytime without permission
4. The judges' decisions are final and incontestable.