

## Campus Entrepreneurship Program – 2021 Student Shop Competition Regulation

### 1. Objective:

The competition aims to provide an opportunity for students to start their businesses. Through this competition, the winning teams can accumulate experience to prepare for entrepreneurial development in the future, as well as to offer more varieties of choices and services to the staff and students of the University of Macau (UM).

### 2. Organizers:

UM Student Affairs Office and Entrepreneurship Society of the University of Macau Students' Union

### 3. Eligibility:

1. Each UM student can join one team only.
2. Each team can compete for one shop location only.
3. Each team should be composed of at least 2 members, with a maximum of 10 members.
4. All members should be current UM students, of which at least 50% should be undergraduate students from year 2 or below.
5. Non-local students can join the competition, but they can only take the management roles and cannot participate in the daily operation of the shop, otherwise, they will violate the Macau labour law.
6. The contact person of the team should be an undergraduate student from year 2 or below and should be responsible for the affairs during the competition and shop operation.

### 4. Shop Location and Business Type:

|          | Shop Location                       | Business Type   | Building Opening Hours   | Maximum Electric Power |
|----------|-------------------------------------|---|--------------------------|------------------------|
| Option 1 | Student Activity Centre<br>E31-G020 | (Takeaways) Food and beverage   | Mon to Sun<br>8:00-23:00 | 14kW                   |
| Option 2 | UM Sports Complex<br>N8-G/F         | (Takeaways) Food, beverages, and/or others<br>- If a food store is operated, the type of food <u>should not produce strong cooking smells</u> , e.g. salad, noodles, dumplings, sandwiches, etc., <u>otherwise will not be considered</u> . | Mon to Sun<br>7:00-23:00 | 10kW                   |



**5. Rewards:**

1. The winning team of the student shop at Student Activity Centre (E31-G020) will be granted the operation rights for one academic year. The operation period will be around August 2022 to June 2023. The contract will be renewed for one additional academic year if the shop's performance in the first academic year is satisfactory and is suitable to continue the operation as assessed by UM. The operation period for the next academic year will be around August 2023 to June 2024.
2. The winning team of the student shop at UM Sports Complex (N8-G/F) will be granted the operation rights for one and a half academic years. The operation period will be around January 2022 to June 2023. The contract will be renewed for one additional academic year if the shop's performance in the first and a half academic year is satisfactory and is suitable to continue the operation as assessed by UM. The operation period for the next academic year will be around August 2023 to June 2024.
3. The monetary compensation for the usage of venues will be exempted during the contract period but shop operators will need to pay for the daily operational expenses, including but not limited to deposit, employees, government taxes, cleaning, utility charges, and insurance, etc.



## 6. Competition Schedule:

✘ Due to pandemic reasons, the activity may be changed to online. Please pay attention to the latest arrangements informed by the organizers via email.

| Date  | Content   | Application Method and Points to Note   |
|---|---|---|
| 1 September 2021<br>13:00 - 14:00                 | Online Briefing Session   | Online application form for briefing session: <a href="https://go.um.edu.mo/sv98ixdg">https://go.um.edu.mo/sv98ixdg</a><br><br>Application deadline for briefing session: 30 August 2021  |
| 15 September 2021                                 | Application Deadline for the Competition (including Application for the Competition and Workshop) | Application form for the competition: <a href="https://go.um.edu.mo/vpm66j4n">https://go.um.edu.mo/vpm66j4n</a>   |
| 19 September 2021<br>10:00 – 13:00, 14:00 – 17:00 | Workshop<br>Content: Business Plan Writing, Budget Planning, Business Management, Marketing, etc. | <ul style="list-style-type: none"><li>• The workshop will be conducted in Cantonese.</li><li>• Each team should send at least <u>one member to join and attend the whole workshop</u>. Other members are welcome to join and learn more about entrepreneurship.</li><li>• <u>Teams with no members attend the whole workshop will be disqualified from the competition.</u></li></ul> Remark:<br>➤ Due to pandemic reasons, the workshop may be conducted online. |
| 5 October 2021<br>17:45 or Before                 | Submission Deadline of Business Plan  | <ul style="list-style-type: none"><li>• When writing the business plan, please refer to part 7 of the “Guidelines for Writing Business Plan” and use the “Business Plan Template”.</li><li>• Please submit 3 copies of the business plan and use an envelope to put the 3 copies of the business plan together.</li></ul>   |



|                 |  |  |
|-----------------|--|--|
|                 |  | <ul style="list-style-type: none"><li>• Submission location of the business plan: Career Development Centre (E31-2004) on the second floor of the Student Activity Centre</li></ul> <p>Remark:</p> <ul style="list-style-type: none"><li>➤ Due to pandemic reasons, the business plan may be submitted via email.</li></ul>  |
| 22 October 2021 | Announcement of Shortlisted Teams  | The shortlisted teams will be notified via email.  |
| 7 November 2021 | Submission Deadline of the Design File of the Promotion Board for the “Food Tasting and Product Showcasing Exhibition” | <ul style="list-style-type: none"><li>• The shortlisted team should use the template provided by the organizers to design the posters. The posters should include all food, beverages, products, or services (prices should be the same as stated in the business plan).</li><li>• Please submit the poster design before the deadline, otherwise, the team will be regarded as having withdrawn from the competition. The format of the design file is JPG. The size is 200 cm x 200 cm and the resolution is 300dpi.</li></ul> <p>Remark:</p> <ul style="list-style-type: none"><li>➤ Due to pandemic reasons, the “Food Tasting and Product Showcasing Exhibition” may be changed to “Online Product Showcasing Exhibition”. In addition to the promotional posters, the team is required to submit the promotional video. The duration of the promotional video should not exceed 90 seconds. The file format is .mp4/.avi/.mov. If the file is too large, please upload the promotional video and provide the link in the email for the organizers to download.</li><li>➤ Please introduce the food, beverages, products, or services of your shop to UM staff and students in the promotional video in order to get their votes.</li></ul> |



|                  |  |   |
|------------------|--|---|
| 7 November 2021  | Submission Deadline of PowerPoint for the “Final Presentation” | Please submit the PowerPoint before the deadline. <u>No revision is allowed after submission.</u>   |
| 17 November 2021 | “Food Tasting and Product Showcasing Exhibition”               | <p>Location: Multi-functional Hall (E31-1001) on the first floor of Student Activity Centre</p> <p>Set-up and preparation time: One day before the activity (14:30 – 17:30) and in the morning of the activity date (10:00)</p> <p>Registration time: activity date (11:00)</p> <p>Food Tasting and Product Showcasing Exhibition and voting time for staff and students: activity date (12:00 – 14:00)</p> <p>Vote counting time: activity date (14:00 – 15:00)</p> <p>Remark:</p> <p>➤ Due to pandemic reasons, the “Food Tasting and Product Showcasing Exhibition” may be canceled and changed to “Online Product Showcasing Exhibition”. The “Online Product Showcasing Exhibition” will be conducted via the website of the Student Affairs Office from 10 to 16 November 2021. The website will display the posters and videos of the shortlisted teams for UM staff and students to vote.</p> |
| 17 November 2021 | Final Presentation   | <p>Location: Multi-room (E31-1002) on the first floor of Student Activity Centre</p> <p>Presentation time: activity date (15:00 – 17:30)</p>  |



|                  |                                    |  |
|------------------|------------------------------------|--|
|                  |                                    | <p>Remark:</p> <ul style="list-style-type: none"><li>➤ Due to pandemic reasons, the “Final Presentation” may be conducted online. The shortlisted teams should log in to the Zoom account 10 minutes before the designated time for registration. To ensure the shortlisted teams are proficient in the operation of Zoom and avoid technical problems that will affect the performance of the final presentation, the shortlisted teams can participate in the rehearsal on 16 November 2021. The rehearsal is voluntary and participation is not compulsory. The time for the rehearsal will be notified to the shortlisted teams via email.</li></ul> |
| 19 November 2021 | Announcement of Competition Result | The competition result will be announced via email and e-bulletin board.   |

\*Organizers reserve the right to change the dates due to unforeseeable conditions, and participating teams will be informed about the changes in due course.



## 7. First Round Assessment - Business Plan:

### Assessment Procedure:

The judging panel of the first round assessment will be composed of the representatives of the Student Affairs Office, Entrepreneurship Society of UMSU, as well as a professor with rich entrepreneurial experience. The judging panel will assess the business plans in the first round competition and will shortlist the top three shops in each student shop location for the final round competition.

### Assessment Criteria:

|  |             |
|--|-------------|
| Business Concept                             | 10%         |
| Market Analysis                              | 20%         |
| Products/Services and Competitive Advantages | 20%         |
| Division of Work/Organizational Structure    | 10%         |
| Business Management and Arrangement          | 20%         |
| Financial Management                         | 10%         |
| Risk Assessment and Preventive Measures      | 10%         |
| <b>Grand Total</b>                           | <b>100%</b> |

### Writing Guidelines:

1. Please use the business plan template provided by the organizers and state the team members and competing shop on the cover page of the business plan.
2. Please use single-line spacing, A4 size, 12-point Times New Roman, to write the business plan. The business plan should be no more than 10 pages (excluding the cover page) and should be inserted with the page number. The business plan should be written in **Chinese**. Additional pages and appendices will not be accepted, otherwise, the organizers reserve the right to disqualify teams from participating in the competition.
3. The content of the business plan should include below 7 topics: ① Business Concept; ② Market Analysis; ③ Products/Services and Competitive Advantages; ④ Division of Work/Organizational Structure; ⑤ Business Management and Arrangement; ⑥ Financial Management; ⑦ Risk Assessment and Preventive Measures. Please refer to the business plan template for writing the content of each topic.



## 8. Final Round Assessment - The First Part: Food Tasting and Product Showcasing Exhibition (30% of the Final Round Assessment):

### Assessment Procedure:

The assessment scores of the Food Tasting and Product Showcasing Exhibition result from the voting of UM staff and students. The teams will compete among groups that are divided by shop locations. After the activity, vote counting will be conducted publicly on the spot to show justice. The percentage is calculated based on the number of votes and will contribute to 30% of the final round assessment.

### Rules:

1. Each shortlisted team for the Final will receive sponsorship of MOP600 from the organizers to prepare for the Food Tasting and Product Showcasing Exhibition. The shortlisted teams need to provide receipts to reimburse the sponsorship with actual expenses.
2. All shortlisted teams should participate in the Food Tasting and Product Showcasing Exhibition. The exhibition location is allocated according to different shop locations. All participating teams should bring their original student ID card and arrive at the multi-functional hall (E31-1001) on the first floor of the Student Activity Centre at 11:00 on the activity date for registration.
3. Participating teams can arrive at the venue in advance for set-up and preparation. The opening times are as follows:
  - One day before the activity: 14:30 – 17:30
  - On the activity date: Starts at 10:00
4. On the activity date, participating teams can only display products that are stated in the business plan, which include food, beverages and products, and should prepare sufficient quantities for tasting on that day. The estimated participants are 500 (this estimation is based on the number of voters in previous competitions and is provided for reference only).
5. In the exhibition site, participating teams should label prices for all food, beverages, products, or services (prices should be the same as stated in the business plan) and state out the size of the food or beverages (e.g. 50 grams or the original food is X times of the tasting food) for reference.
6. Participating teams should bring their tableware and ingredients for tasting.
7. Cooking in the venue or provide food with strong cooking smells is strictly prohibited.
8. On the activity day, the organizers will not provide any equipment for heating, heat insulation, or refrigerating. If heating is necessary on the activity day, please submit the request to the organizers on or before 2 November.





9. Avoid making excessive noises during the activity, which may affect those who are attending classes.
10. Please keep the cleanness of the venue and clean the venue after the activity.
11. Participating teams can encourage UM students and staff to vote through text, sound, images, videos, etc., but cannot provide any benefits such as money, coupons, discount vouchers, lotteries, etc., in exchange for votes. If any violation of the above is found, the teams will be disqualified from participating in the competition.
12. Due to pandemic reasons, the “Food Tasting and Product Showcasing Exhibition” may be canceled and changed to “Online Product Showcasing Exhibition”. The “Online Product Showcasing Exhibition” will be conducted via the website of the Student Affairs Office from 10 to 16 November 2021. The website will display the posters and videos of the shortlisted teams for UM staff and students to vote.

**9. Final Round Assessment - The Second Part: Final Presentation (70% of the Final Round Assessment):**

**Assessment Procedure:**

The judging panel for the final presentation will be composed of the representatives of the Student Affairs Office, Entrepreneurship Society of UMSU, a professor with rich entrepreneurial experience, representatives of the building owners, as well as the representatives of UMSU and UMPA.

**Rules:**

1. Please submit the PowerPoint and PDF files for the final presentation before the submission deadline. No revision is allowed to be made after submission.
2. The participating team should send at least one member to present in person in front of the judging panel. Otherwise, the participating team will be disqualified from the competition.
3. On the final presentation day, each participating team should bring along their original student cards and arrive at the multi-room (E31-1002) on the first floor of the Student Activity Centre according to the designated time for registration. Teams that fail to register within the designated time will be withdrawn from the competition.
4. Each participating team will conduct a 10-minute presentation, followed by a 10-minute Q&A session. There is no limit on the number of presenters for each team. Nevertheless, all team members should be present for the Q&A session. The judging panel will assess based on the presentation content of the participating team, as well as the performance and participation of each member.



5. The venue for the Final is equipped with a computer and projector. If problems occur during competition and affect the competition to be conducted properly, the competition will be postponed or adjustments will be made.
6. The presentation order of the participating teams will be arranged by the organizers.
7. For any matters not mentioned during the competition, please consult the onsite personnel. The onsite personnel will seek decisions from the judging panel on the handling methods.
8. Due to pandemic reasons, the “Final Presentation” may be conducted online. The shortlisted teams should log in to the Zoom account 10 minutes before the designated time for registration. To ensure the shortlisted teams are proficient in the operation of Zoom and avoid technical problems that will affect the performance of the final presentation, the shortlisted teams can participate in the rehearsal on 16 November 2021. The rehearsal is voluntary and participation is not compulsory. The time for the rehearsal will be notified to the shortlisted teams via email.
9. The organizers reserve the right to amend the competition. If any matters are not mentioned herein, the organizers reserve the right to explain and amend the competition.

#### **10. Points to Note for Operating Student Shops:**

1. Should be responsible for handling all relevant operating requirements, licenses and fees governed by the government, such as new business registration (M1 form).
2. After signing the contract, shareholders will need to pay a deposit of MOP5000 to the University and submit the bank deposit slip to the Career Development Centre of the Student Affairs Office. If there is no violation of the contract terms and the operating rules, the deposit will be fully refunded after the termination of the operation.
3. Shareholders of the student shop should purchase all insurances required to operate the concerned shop, especially the labour insurance, third-party insurance, water damage, fire and theft insurance, etc. A copy of the insurance policy will need to submit to the Career Development Centre of the Student Affairs Office before operation. Except for labour insurance, all insurance policies must specify the University of Macau as one of the insured persons. If any accidents and losses are caused by the negligence of the shop, the shareholders shall bear full responsibility.
4. Without the written permission of the University, the operation rights or the right to provide services should not be transferred to a third party or used for other purposes.



5. All shareholders should be UM students. The winning teams should submit the list of shareholders to the Career Development Centre of the Student Affairs Office. If there is any change in the shareholders, the request should be made immediately to the Career Development Centre of the Student Affairs Office.
6. To supervise the operation and performance of the student shops, the University will establish the student shop management committee, which is composed of the representatives from the Student Affairs Office, the University of Macau Students' Union (UMSU), the University of Macau Postgraduate Association and the Entrepreneurship Society of UMSU. The student shop management committee will be responsible for voting and approving the price adjustments, changes on the types or quantities of food, beverages, products or services, or adjustments on the business hours, etc.
7. In the initial stage of the operation, food, beverages, products or services must be provided to UM staff and students according to the content of the business plan. The pricing must be the same as the business plan.
8. If there are any price adjustments or changes on the food, beverages, products or services, the request must be made to the student shop management committee in advance for approval. Adjustments and/or changes can only be implemented after approval. Changes on the food, beverages, products or services shall not exceed 20% of the content of the business plan, except for those changes as required by the University.
9. To ensure that the shops are operated by UM students, at least 50% of the employees should be UM students and hold the Macau resident ID card. Otherwise, it will violate the labour laws and be liable for legal responsibility.
10. Operating hours should comply with the opening hours of the building.
11. When planning the food or beverages provided by the shop, it is necessary to consider the food or raw materials that can be purchased from legal suppliers in Macao to meet the requirements of the hygiene inspection.
12. When planning the required electrical appliances for the shop, it is required to purchase the electrical appliances that meet the standards in Macao. To avoid danger, special attention should be paid to not exceeding the maximum electric power of the shop when using the electrical appliances. If there are any damages, it should be repaired by qualified professionals instead of yourself.
13. The shop should not sell food with strong cooking smells and should cook without fire. When cooking, it should avoid excessive cooking fumes which affect the air and environmental quality of the shops and the surrounding floors.
14. Due to the requirements of the applied license, no dining in is allowed in the shop.



15. It is strictly prohibited to sell cigarettes and alcoholic beverages or food.
16. The financial reports should be submitted to the University regularly.
17. Should cooperate with UM's activities, development policies, and the implementation of the Quality and Environmental Management System.

#### **11. Rights and Obligations and Other items:**

1. Participating teams or individuals should consent with the organizers to collect their personal information for communication and identity verification purposes for the competition.
2. The intellectual property rights for all materials created by participating teams during the competition, such as PowerPoint, business plan, video, etc. belong to the original participating teams and their collaborators. Nevertheless, authorization should be given to the organizers and implementation units for free of use, and the authorized scope of use is limited to the promotion of innovation and entrepreneurship education.
3. Participating teams or individuals should ensure that they possess the full copyright and related rights for the competition materials. The content of the competition materials should have no false or misleading representation and should not violate the copyright, trademark, and other laws. If the third party claims that their rights have been violated or requests for damage compensations, and are found to be substantiated after an investigation by the organizers, participating teams will be disqualified from the competition and participants shall bear the related legal responsibilities. If there is any damage caused to the organizers, participants shall bear the damage compensations for the organizers.
4. If materials submitted by participating teams or individuals involve plagiarism or counterfeiting after investigation, they will be disqualified from the competition, and rewards and related rights shall be recovered.
5. Participating teams should ensure all provided or filled information should not infringe any intellectual property rights of others. Under the condition that the information is factually incorrect or infringes the intellectual property rights of others, organizers have the right to disqualify the participating teams from the competition or forfeit the awards, and the participating teams shall bear all related legal responsibilities.
6. The legal responsibilities, profits, or losses resulted from the operation of the shop are not related to the organizers.
7. The University has the right to oversee the finance and administration of the shop.
8. The University has the right to decide the final decoration of the shop.
9. Organizers reserve the final decision on this program.



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10. Should there be any inconsistency between the English and Chinese versions of the Competition Regulation, the Chinese version shall prevail.

## Campus Entrepreneurship Program – Student Shop Competition Business Plan Template

| <i>Shop Location Applied:</i> | Shop Location                       | Business Type  | Building Opening Hours   | Maximum Electric Power |
|-------------------------------|-------------------------------------|--|--------------------------|------------------------|
|                               | Student Activity Centre<br>E31-G020 | (Takeaways) Food and beverage  | Mon to Sun<br>8:00-23:00 | 14kW                   |
|                               | UM Sports Complex<br>N8-G/F         | (Takeaways) Food, beverages, and/or others<br>- If a food store is operated, the type of food <u>should not produce strong cooking smells</u> , e.g. salad, noodles, dumplings, sandwiches, etc., <u>otherwise will not be considered.</u> | Mon to Sun<br>7:00-23:00 | 10kW                   |

**Team Name: (e.g. 123 Shop)** \_\_\_\_\_  
 (Should be consistent with the application form. Changes are not allowed after submission of application.)

**Total Number of Team Members: (e.g. 5 members)** \_\_\_\_\_

**Team Members Information:**

|    | Name<br>(Indicate the team representative) | Student No.     | Major | Year Level | Expected Year of Graduation | Macao Cell Phone No. |
|----|--|-----------------|-------|------------|-----------------------------|----------------------|
| 1. | Member A<br>(Team Contact Person)          | (e.g.) AB612345 | XXX   | UG2        | 2023                        | 1248 5812            |
| 2. |  |                 |       |            |                             |                      |
| 3. |  |                 |       |            |                             |                      |
| 4. |  |                 |       |            |                             |                      |
| 5. |  |                 |       |            |                             |                      |



### 1. Abstract

Please state the major business, products/services, selling points of your shop, etc. **in no more than 30 words**. The provided information will be used for the promotion of the competition.

### 2. Description of the Business Concept

In this part, please briefly state out the major business, products/services and emphasize the main points of the operation plan, which should include but not be limited to the following content:

- Core products and services
- Uniqueness
- Operation hours (**Attention: the winning teams should operate according to the operation hours stated in the business plan**)
- Declaration by the team that the business plan is original and has no business registration in Macao or other places

### 3. Market Analysis

A comprehensive understanding of the situation of current UM shops. Under what situation or condition will make your products/services attractive or have a chance of success. Let the judging panel understand your strategies and advantages. The content should include but not be limited to the following content:

- Marketing strategy (Any competitors/substitutes in the market? What are the current purchasing or consumption patterns of staff and students? What is unique about your food/products/services that make it becomes your advantage?)
- Target customers (The characteristics, population, and statistics information of the target customers)
- Customer value (Why staff and students will purchase your products/services? What are the benefits for them?)

### 4. Products/Services and Competitive Advantages

Please state in detail how the food/products/services can meet the market needs, which should include but not be limited to the following content:

- Product description (including product and service types, details, size, prices, etc.)  
(Remarks: In the initial stage of the operation, the winning team should provide food, beverages, products or services to UM staff and students according to the content of the business plan, and the pricing must be the same as the business plan.)



### **5. Division of Work/Organizational Structure**

Please state out the ownership, management team, and organizational structure of the shop, and also provide the background information of the key management members, as well as the human resources strategy in detail. The content should include but not be limited to the following:

- Organizational structure/ Management ways
- Possession of shares and investment amount of each shareholder
- Resume or strength of core members (should be consistent with the application form)
- Roles or position/allocated tasks of each member

### **6. Business Management and Arrangement**

Please state out the production and operation management method, marketing strategy, human resources management mode, which should include but not be limited to the following content:

- Pricing of the products or revenue model (Pricing on food, beverages or services. The expected revenue)
- Market strategy (different online and offline promotion methods, the sample of promotion materials, etc.)
- Staff recruitment, training and job arrangements (Allocation of full-time/part-time staff and their roles/duties. The staff arrangement for peak and non-peak periods)
- Time and procedures for producing dishes/delivering goods
- Inventory management mode
- Financial management mode (including the target of daytime turnover, estimated expenditures, food/product cost, etc.)

### **7. Financial Management**

Please state out in detail the financial feasibility of your business and provide the following reports: projected income statement, projected cash flow statement, and projected balance sheet. Projection should be realistic to let the judging panel better understanding your financial and operational performance. The aforementioned statements should include but not be limited to the following items:

- Equipment cost (Need to list out the required electrical appliances for the shop, the models and the electric power)
- Personnel cost
- Raw materials cost
- Other costs (e.g. application fee for new business registration, labour insurance, third-party insurance, water, fire and theft insurance, water and electricity costs, sanitation costs, sewer/grease trap cleaning costs, pest/rodent control costs, waste removal and food waste cleaning costs, etc.)
- Return on investments





## 8. Risk Assessment and Preventive Measures

The management and response plan to the anticipated risks. The risks should include but not limited to the following:

- Food safety and health (Visit the Municipal Affairs Bureau's website <https://www.foodsafety.gov.mo/c/default> for more information)
- Employees/customers' accidents
- Key employees turnover
- Damage to major equipment
- Suppliers' shortage of goods/late delivery
- Reputation damage (internet/word of mouth)
- If your provided food/products have received a lukewarm response from the market which leads to inadequate income or even loss-making, how will you respond?