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Shaken but Not Stirred: Poly Students Compete to Create the Next ‘Shirley Temple’

Beverage-making competition is poly’s innovative way of nurturing entrepreneurial spirit amongst students

SINGAPORE – 21 October 2004 - On 20 & 21 October 2004, Republic Polytechnic (RP) will be transformed into a vibrant marketplace, with students promoting and selling non-alcoholic beverages that they have concocted entirely on their own. At the end of the two days, RP staff and students will be allowed to vote for the best decorated stall.

Entitled Infusion-mania, the school-wide competition aims to foster the entrepreneurial spirit among students by offering them a hands-on opportunity to conduct a business on their own, testing out their marketing, sales and creative abilities.

Organised to simulate a business in the real world, student teams are required to submit a proposal, covering items like budget, marketing plan, target, product and pricing. Eight teams of five to seven students each will be shortlisted for the competition based on their proposals. A rental fee will be collected for pushcarts and teams will be allowed to keep their profits after the event. Sales transactions will be carried out using printed vouchers to facilitate tracking of profits. During the marketing drive, participating teams may provide samples of their drinks and collect pre-orders.

Prizes will be awarded to the top three performing teams, as well as the team voted with the “Most Popular Drink”. Teams will be judged on a holistic set of criteria, including profitability, marketing and promotion skills, sales techniques, quality of service and product, and creativity.

The event is organised by Bazaar Interest Group, a business and innovation club at RP. Several of the sponsors include F&N as well as Singapore Computer Systems.

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