

HSBC THAILAND
BUSINESS CASE COMPETITION 2014
THE CHALLENGER



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HSBC 

The HSBC logo symbol is a red hexagon with a white 'X' shape inside, formed by two overlapping triangles.

What is "HSBC Thailand Business Case Competition 2014 - The Challenger"?

"HSBC Thailand Business Case Competition 2014 - The Challenger" is a business case competition for undergraduate students hosted and sponsored by HSBC in collaboration with Thammasat University's Bachelor's degree in Business Administration (International Program) or BBA, with the main objective to provide an opportunity for undergraduate students with hands-on experience in solving a real-life business case.



*The winner of The Challenger 2013,
The Alpha Strategy Team (Thammasat University)*

"HSBC Thailand Business Case Competition 2014 – The Challenger" features groups of local undergraduates competing against each other under a limited amount of time. The participants are going to analyze and present their solutions to the honorable judges from leading companies. It also provides an opportunity for undergraduate students to utilize their analytical and presentation skills, as well as challenge themselves in a real business setting.

Our Vision

"HSBC Thailand Business Case Competition 2014 - The Challenger" aims to provide an equal opportunity for local undergraduate students to showcase their talents and skills in presenting business strategies and solutions.

Our Objectives

1. To provide an opportunity for undergraduate students to utilize their analytical and presentation skills and to challenge themselves in a real business setting.

- Utilize their managerial, analytical, logical and presentation skills.
- Exercise their English communication skills and be prepared for the international business arena.
- Provide a platform for all participants to showcase their creativity and talents.
- Practice time management and ability to work under pressure.
- Enhance teamwork.

2. To encourage Thailand's top talents from various business schools to showcase their strategic thinking and problem-solving skills to the international business community

* Judged by the senior members of the business community with international experience, the students will be exposed to Thailand's leading business gurus.

3. To create local awareness about business case competitions

The Competition

I. Eligibility

- **Full-time undergraduate students** from public or private colleges and universities in Thailand
- A team must consist of 4 students from the same college or university. (Students can come from different faculties, but must be from the same college or university.)
- Participant must not be a member of more than one team.
- Participants who have participated in **HSBC Asia Pacific Business Case Competition (Hong Kong)** will not be eligible to enter HSBC Thailand Business Case Competition 2014 - The Challenger.

II. The Format

HSBC Thailand Business Case Competition 2014 -The Challenger consists of **3 rounds**:

1. Preliminary Round

- All participating teams will be given the same business case to solve within 30-hour time frame. Upon submission, the followings must be submitted online within the allocated time:
 - a. A one-page(A4) executive summary of the assigned business solution
 - b. Presentation in BOTH PowerPoint and PDF formats(not more than 30 pages)
- **12 teams will be selected to proceed to the semi-final round.**



2. Semi-final Round

- Twelve (12) semi-finalist teams will be invited to a one-day training workshop prior to the competition.
- Semi-finalist teams will be randomly divided into four (4) divisions.
- Each semi-finalist team is required to present, according to the assigned time slot, to the judges, followed by Q&A.
- The winning team of each division will proceed to the **final** round.



3. Final Round

- Four (4) finalist teams will proceed to compete in the final round at Thammasat University, Tha Prachan campus.
- The finalist teams will receive another business case to solve within a given time frame, and will be given 25 minutes to present back to a panel of honorable judges, followed by Q&A.

III. Application

- Teams will have to fill in the application form for submission online.
- Application fees will not be collected. However, teams are required to put up a deposit of 800 Baht into the bank account of “The Challenger”. The said amount will be returned once the team has submitted the case.

IV. The Case

- Each team will be separated in breakout rooms and given 2.5 hours to come up with a solution to the case and prepare a presentation of the said solution.
- The nature and details of the case will be kept confidential from the participants until the case handout time.
- Electronic devices, such as laptops and PDAs are not allowed on the competition day; neither is the use of Powerpoint. Students will be given overhead transparent sheets for their presentations.

V. Honorable Judges

Judges will be senior executives from Thailand’s international business community, e.g. consulting firms, financial & banking industry, FMCG companies and business executives, as invited by the organizing committee.



VI. Awards

The top winner-team of “HSBC Thailand Business Case Competition 2014- The Challenger” will receive 50,000 Baht in cash prize and represent Thailand to compete in the “HSBC Asia Pacific Business Case Competition” in Hong Kong on 5-6 June 2014.

Dates and Venues

Round	Date/Period	Venue
Application	12 February 2014 - 12 March 2014	Online Submission
Preliminary Screening Round	15 March 2014 – 16 March 2014	Online Submission
Training workshop for shortlisted teams	29 March 2014	Hotel in Bangkok
Semi-final Round and Final Round	30 March 2014	Thammasat University, Thaprachan campus

Contact information

For more information and to download the application form, please visit our website and see details of our contact person as follows:

- <http://www.hsbcthechallenger.org>
- <https://www.facebook.com/HSBCthechallenger>
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