



**KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,  
RISET, DAN TEKNOLOGI  
UNIVERSITAS TANJUNGPURA  
FAKULTAS EKONOMI DAN BISNIS**  
Alamat Jalan Prof. Dr. H. Hadari Nawawi Pontianak 78124  
Telepon (0561) 766840, Surel [feb@untan.ac.id](mailto:feb@untan.ac.id), Laman <https://feb.untan.ac.id/>

**SURAT TUGAS**

Nomor: 8814/UN22.2/KM.05.03/2024

Dasar: Poster *EcoFest Internatioal* Vol. 3 2024 yang diselenggarakan oleh Fakultas Ekonomi dan Bisnis UPN Veteran Jakarta.

Berkaitan dengan hal tersebut, Wakil Dekan Bidang Kemahasiswaan dan Alumni Fakultas Ekonomi dan Bisnis Universitas Tanjungpura menugaskan kepada:

No.	Nama	NIP/NIM	Jabatan
1.	Nurul Laili Ittasyaq, M.E.	19890415 202406 2 001/ IIIb	Dosen Pembimbing
2.	Abang Hendi Rahmat Hidayat	B1061211002	Ketua
3.	Rohaini	B1061211003	Anggota
4.	Dimas Ulandari	B1061211015	Anggota

Untuk mengikuti lomba *Business Plan Competition* dalam *International Economics Competition Festival (EcoFest)* Vol. 3 2024 mewakili Fakultas Ekonomi dan Bisnis Universitas Tanjungpura yang akan dilaksanakan pada tanggal 21 – 27 September 2024 secara *online*.

Demikian surat rekomendasi ini diberikan untuk dipergunakan sebagaimana mestinya.

Pontianak, 30 Agustus 2024

Wakil Dekan

Bidang Kemahasiswaan dan Alumni



Juanda Astarani, S.E., M.Sc., CSRS., ACPA., CFA., CMA.  
NIP. 19820719 200501 1 001

**Faculty of Economic & Business**  
UPN "Veteran" Jakarta



**Kampus  
Merdeka**  
INDONESIA JAYA



**2024**

**INTERNATIONAL ECONOMICS  
COMPETITION FESTIVAL**

**BOOKLET**

# **Business Plan Competition**



## E. Timeline

July 1, 2024	Open Registration
September 20, 2024	Close Registration
September 21 – September 26, 2024	Review
September 27, 2024	Announcement

## F. Rewards

1st Winner : Winning Prize + E-Certificate

2nd Place : Winning Prize + E-Certificate

3rd Place : Winning Prize + E-Certificate

*\*All participants get **e-certificate***

## G. Service Information

Furthermore, kindly contact the following individual.

WhatsApp : [+62 813-9868-6504](https://wa.me/6281398686504) (Nawila Salma Shakila)

WhatsApp : [+62 812-1051-0534](https://wa.me/6281210510534) (Javier Mahardika Permadi)

Instagram : [@ecofest.febupnvj](https://www.instagram.com/ecofest.febupnvj)

# TERMS & CONDITIONS

## A. General Conditions

1. Participants can be either individual or teams (2-5 people/team), with 1 person as the leader.
2. The proposal contains ideas or ideas of participants adjusted to the theme carried by the Economic Competition Festival 2024.
3. The contested Business Plan is the result of one's own work (not the work of others or indicated elements of plagiarism).
4. The contested Business Plan has never been won in a similar competition.
5. Every writing uses English.
6. If there are participants who are proven to have violated the predetermined rules, the participants will be disqualified and their awards will be canceled if they are determined as winners of the competition.
7. The jury's judgment is absolute and cannot be contested by Ecofest participants.

## B. Enrollment Mechanism

1. Each team leader must fill out the registration form at the following link:  
<https://bit.ly/RegistrationOfEcofest2024>
2. Participants are required to follow the Instagram account @ecofest.febupnvj
3. Registration is free of charge
4. Each individual is allowed to participate in more than one branch of the competition.
5. After filling out the registration form, the group leader must confirm to the contact person via Whatsapp. With the format:

**Team Name\_Date of Form Submission\_Done**

6. Registration is done no later than **September 20, 2024 at 23:59**.
7. All actions of participants who violate the rules that have been set will result in point deductions or disqualification.
8. Decisions that have been made by the Jury are inviolable and absolute.
9. Rules can be changed at any time by the committee and changes will be informed in the ECOFEST UPNVJ participant group.



10. By registering as a participant in the ECOFEST UPNVJ competition, all participants are deemed to have agreed to all provisions, technicalities, and requirements set by the committee.

### **C. Mechanism for submitting works**

1. Submitted manuscripts also include several additional documents including:
  - a. Participant biodata sheet in PDF format.  
Template: <https://bit.ly/PBSECOFESTUPNVJ2024>
  - b. Originality sheet of work stamped with 10,000 stamps and has been signed in pdf format.  
Template: <https://bit.ly/SOofECOFEST2024UPNVJ>
  - c. Photo of participants
2. Merge all supporting documents into a single PDF and submit your work to:  
<https://bit.ly/BusinessPlanECOFEST2024>

### **D. Terms of Writing and Presentation of Exposure videos**

- 1) General provisions
  - a) The proposal contains ideas or ideas of participants adjusted to the theme carried by the Economic Competition Festival 2024.
  - b) The contested Business Plan is the result of one's own work (not the work of others or indicated elements of plagiarism).
  - c) The contested Business Plan has never been won in a similar competition.
  - d) Every writing uses English.
  - e) If there are participants who are proven to have violated the predetermined rules, the participants will be disqualified and their awards will be canceled if they are determined as winners of the competition.
  - f) The jury's judgment is absolute and cannot be contested by Ecofest participants.
- 2) Terms of Business Proposal Writing
  - a) Proposal Writing Instructions as follows:
    - i) The proposal is typed on A4 size paper.

- ii) The proposal is typed using Times New Roman font size 14 for the title, 12 bold for the sub-title, and size 12 for the body of the proposal.
- iii) The proposal is typed using line spacing of 1.5 with a justified format.
- iv) Page numbering:
  - For the table of contents, page numbers are given with letters: i, ii, iii, ... etc. which are placed on the bottom center page.
  - For the main page starting from the introduction to the appendix, the page number is given with Arabic numerals: 1,2,3,4 ... etc. which is placed in the upper right corner.
  - The business plan proposal is made in 10-20 pages.

b) Proposals should be submitted in PDF format in the following order:

- Initial Section

- I. Cover Page

- II. Table of Contents

- Core Parts

- I. CHAPTER I INTRODUCTION

- i. Idea Background

- ii. Business Objective

- iii. Business Benefits

- II. CHAPTER II PRODUCT DESCRIPTION & INNOVATION

- i. Business Description: A description of the general condition of the proposed business and the planned business opportunity.

- ii. Product Novelty (Innovation)

- iii. Product Excellence and Uniqueness

- iv. Business Analysis: Explanation of SWOT Analysis.

- v. Business Strategy: Efforts to run the business in terms of sales pricing, market potential and segmentation, marketing strategy and production process.

- III. CHAPTER III BUDGET PLANNING

#### IV.CHAPTER IV ACTIVITY PLANNING AND ORGANIZATIONAL STRUCTURE

#### V. CHAPTER V CLOSING

- Final Section

- I. Appendix List of activity budgets as well as team organization and division of tasks (if any).
- II. Product photos (if any).
- III. Author's bio

#### 3) Video Presentation Requirements

- a) Participants have 10 minutes to present.
- b) Participants must create a PowerPoint with a minimum of 10 slides and a maximum of 15 slides.
- c) The PowerPoint contains the main points related to the business idea.
- d) All team members participate in delivering the presentation.

#### **E. Champion Selection Mechanism**

- a. Participants who are selected as champions will be participants who have submitted business proposals and video presentations through the time listed in the previous point.
- b. Furthermore, the committee and judges will assess the proposals and video presentations that have been collected through an assessment based on the assessment rubric which will be explained in point F.