



***KPMG invites all Accounting, Finance, and Marketing majors to participate in KPMG's excellence competition and win one of KPMG's top awards:***

The competition invites all students and faculty members to participate and it will be broken down into the following categories:

- Best Finance Plan (Students)
- Best Marketing Plan (Students)
- Best Finance Plan (Faculty)
- Best Marketing Plan (Faculty)

You can team up and participate as a maximum of 3 per team. The plan should be creative and include charts, diagrams etc. (no more than 1000 words)

## **For all Finance and Accounting majors:**

You are a student about to graduate university and are applying for a loan in the bank so you can start your own business. You need to come up with a plan on what kind of business you want to start, who are your competitors, what is your product, what do you expect your annual revenue to be and any other information typical of a business plan to support your search for a loan.

## **For all Marketing majors**

You have just been appointed as the marketing and PR manager for an international services provider company in the Kingdom. The firm has been recently established in Saudi and you are in charge of establishing a whole marketing plan for the next 2 years. You have an annual budget of 2million SR. Your job is to come up with a marketing and PR plan for the next 2 years, which should include all aspects of events, branding, communication, competition, research etc.

Your submissions/inquiries should be sent to [Marketingsa@kpmg.com](mailto:Marketingsa@kpmg.com)  
**Competition starts: 20th February 2010**  
**Deadline to submit: 10th April 2010**



For inquiries and initial registration, please contact Ms. Sarah Al Shawi, Senior Coordinator of CSCEC extension: 8644, building #1, 2<sup>nd</sup> floor, office #358, [sshawi@pscw.psu.edu.sa](mailto:sshawi@pscw.psu.edu.sa)