

Rule Book

# Business Case Study

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Teknofest Pakistan

3rd January, 2026





## About Competition

The **Business Case Study Challenge** at Teknofest Pakistan is designed to test participants' strategic thinking, analytical depth, and decision-making abilities in a real-world business context. Teams will be presented with a practical business scenario and will be required to analyze the problem, develop a well-justified strategy, and present a clear, professional solution supported by logical reasoning and financial evaluation.

## Objectives of the Competition

The objective of this competition is to assess participants' ability to:

- Analyze complex business problems
- Develop realistic and innovative strategies
- Justify decisions using logical and financial reasoning
- Communicate ideas clearly through professional presentations

This challenge encourages critical thinking, teamwork, and structured problem-solving under time constraints.



## The Rules

### **Competition Overview**

Teams will receive a real-world business case at the start of the competition. Participants must analyze the situation, identify key challenges, and propose a strategic solution that is practical, feasible, and well-supported.

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### **Eligibility & Team Structure**

- Eligibility: Open to registered participants of Teknofest Pakistan
  - Team Size: Exactly 4 participants per team
  - All team members must be registered before the competition
  - No replacements will be allowed once the competition begins
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### **Equipment & Resources**

- Teams must bring their own laptops and chargers
- Internet access and AI tools are strictly prohibited, unless explicitly authorized by the organizers
- All analysis must be conducted using participants' own knowledge and reasoning

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## Time & Format

- Total Duration: 2 hours
- This time includes:
  - Case reading
  - Problem analysis
  - Strategy development
  - Presentation preparation

Strict adherence to time limits is mandatory.

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## 5 Deliverables

Each team must submit a PowerPoint presentation (8–12 slides) covering:

- Problem understanding
- Business analysis
- Proposed strategy
- Implementation plan
- Financial feasibility
- Risk assessment
- Final recommendations

Presentations must be clear, structured, and professionally designed.

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## **Judging Criteria**

Teams will be evaluated based on:

- Understanding of the business problem
  - Depth and quality of analysis
  - Creativity and innovation in strategy
  - Practicality and feasibility of the solution
  - Logical and financial justification
  - Presentation quality and clarity
  - Performance during Q&A session
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## **Disqualification Rules**

**Teams may be disqualified for:**

- Plagiarism or copied content
  - Use of online resources or AI tools without permission
  - Violation of competition rules
  - Misconduct or unprofessional behavior
  - Late submission or failure to meet deliverable requirements
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## Event Discipline & Code of Conduct

- Professional behavior is mandatory at all times
- Teams must follow instructions from organizers and judges
- Strict time compliance is required during all phases of the competition

Failure to maintain discipline may result in penalties or disqualification.

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## Organizer Rights

The organizing committee reserves the right to:

- Modify competition rules if necessary
- Disqualify teams violating rules
- Make final and binding decisions regarding evaluation and results

## Prizes

### Awards

- Prizes will be awarded to the **top-performing teams**.
- Prize details will be announced separately.

### Recognition

- Winners will be featured on the **official event platforms** and may receive certificates of achievement.



## Additional Rules

- The organizing committee reserves the right to **modify rules, time limits, or competition structure** if necessary.
- Judges' decisions are **final and non-contestable**.
- Winners will be announced at the **end of the event**.

Prizes are **non-transferable** and cannot be exchanged for cash or other items.

## Contact Information

For queries or further information, please contact:

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