

Business presentation Formula SAE Mexico

-Objective

The objective of the Sales Presentation is for the team to persuade the “executives” of a hypothetical manufacturing company to invest in the team’s Formula SAE vehicle design, manufacturing, sales, and distribution. The team should assume they will be producing the vehicle at a rate of 4,000 units per year.

For the presentation, teams would assume that the judges are CEO, manufacturing directors, finance directors of enterprises and marketing directors in Mexico who may have experience in marketing, production, and finance as well as engineering.

- Format

One or more team members may make the presentation to the judges. The presentation itself is limited to a maximum of twenty (20) minutes.

Following the presentation there will be an approximately ten (10) minute question period.

Only the judges are permitted to ask questions. Any team member on the presentation floor/stage may answer the questions even if that member did not speak during the presentation itself.

- Scoring

The Sales Presentation event will be scored based on such categories as:

- 1) The content of the presentation,
- 2) The organization of the presentation,
- 3) The effectiveness of the visual aids,
- 4) The speaker’s delivery, and
- 5) The team’s responses to the judge’s questions.