

INTERNATIONAL BUSINESS OLYMPIAD

"PREPARING FOR THE ERA OF UNCERTAINTY"



IBO 2022

The International Business Olympiad for the year of 2022 was concluded on December 3 , 2022 online.

Competitors won both individual and team awards at the IBO 2022.

INDIVIDUAL AWARDS

Gold, Silver and Bronze awards are given to TOP 5%, TOP 5%-TOP 20%, TOP 20%-TOP 40% of competitors respectively based on their aggregated scores on "Objective Test" (individual score), "Interactive Objective Case" (individual score) and "Open Case Analysis" (team score).

The names of the global TOP 20 individual scores on "Objective Test" and "Interactive Objective Case" were announced as well.

TEAM AWARDS

Gold, Silver and Bronze awards are given to the global TOP 3 teams based on their team average of individual aggregated scores.

The names of the global TOP 3 teams on "Open Case Analysis" are announced as well.

All the competitors will get certificates of participation from IBO.

For environmental protection and easy access, all certificates of IBO 2022 will be electronic based on blockchain technology. Competitors can access their certificates through a web link and could choose to print the certificate directly or download the certificate as a PDF file.

IBO 2022 BY THE NUMBERS

20 Participating Countries
and Regions

34 Participating
Teams

156 Competitors



BRAZIL



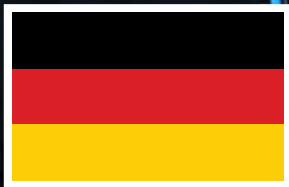
CANADA



CHINA



EGYPT



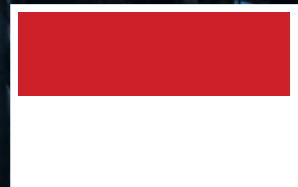
GERMANY



HONG KONG, CHINA



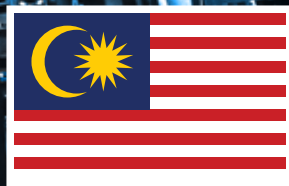
INDIA



INDONESIA



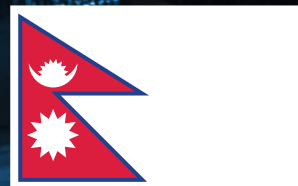
IRAN



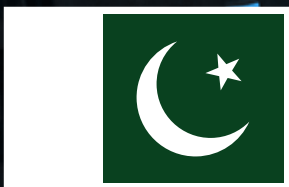
MALAYSIA



MEXICO



NEPAL



PAKISTAN



POLAND



PORTUGAL



RUSSIA



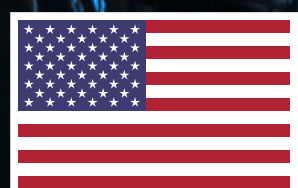
SINGAPORE



SOUTH KOREA



UK



USA

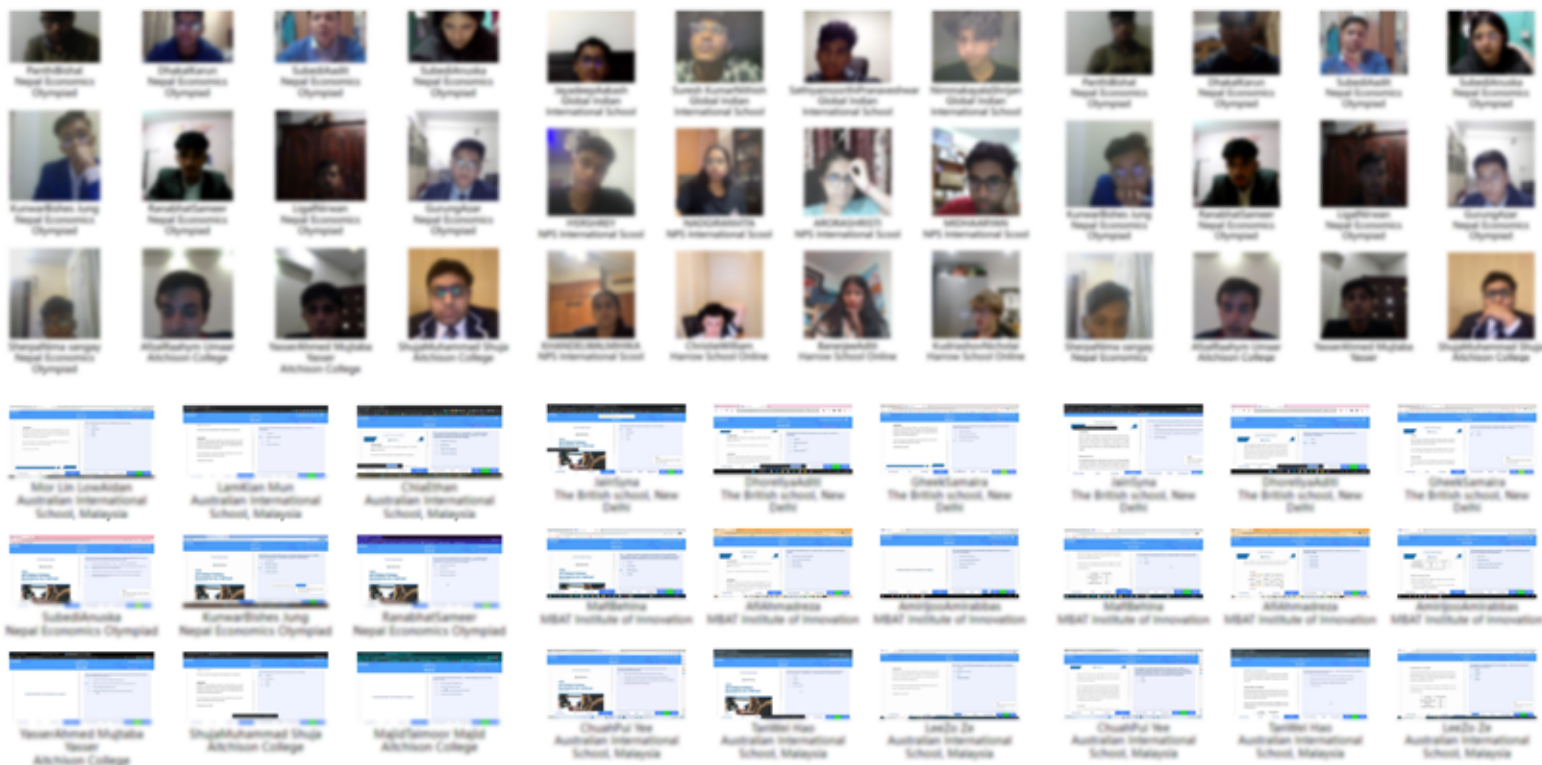
IBO 2022 ONLINE EXPERIENCE

The whole competition was conducted online with three parts.

On December 3, the IBO 2022 kicked off with the exams of Objective Test and Interactive Objective Case.

The competitors took the Objective Test part in one hour to answer the 100 multiple-choice questions, which test students' business knowledge and literacy.

The Interactive Objective Case part, in form of 100 material-based objective questions, followed with the Objective Test exam after a 10-minute break. The competitors test their on-site learning and comprehension abilities, learn and understand new knowledge of business theories during the 120 minutes.



IBO 2022 ONLINE EXPERIENCE

On December 3, the competitors received the case material for the Open Case Analysis part and took 24 hours to prepare for the team presentation.

The competitors demonstrated their business thinking and problem-solving abilities to solve general problems by business knowledge.

Implications of research and Competitor Analysis

Figure 1: Bottled water market in Southeast Asia

- Foggy and AOE both have established the largest market share. Strategically, competition hints that the barriers to entry are likely low.
- To achieve all market objectives DeepBreath is better off employing the offensive strategy.
- DeepBreath owns the entire supply chain of bottled water, leading to lower production costs than their competitors, thus there is scope for competitive pricing.
- Only 30% of the sample identified sports drink with Foggy or AOE. Most consumers (70%) do not consider flavored water a sports beverage. There is much revenue potential in marketing flavored water as healthier than high carb sports drinks (or leisure beverages).

Company	Market Share	Production Cost	Marketing Budget
Foggy	45%	\$2.00	\$35M
AOE	45%	\$1.90	\$35M
DeepBreath	10%	\$1.90	\$35M

Marketing Budget

of the 1500 million litre flavoured water industry: million litres of Genki Zone in the market

Production - 450 million bottles:

Revenue = 450mil x \$2.00 = \$900mil
 Cost = 10mil fixed cost + (450mil x 1.90) = \$865mil
 Profit for marketing = \$900mil - \$865mil = \$35mil

Budget breakdown

Proportion of profit spent

Things to consider

Company's strengths and advantages

- DeepBreath owns an entire bottled water supply chain
- 5 large bottling plants across the country and distribution deals with major retailers

Achieving desired market share

- Sell 450 million bottles to gain desired market share of 15% (5% of 30000 million is 1500 million litres; 15% of 1500 million gives 225 million litres divided by 0.5 litres)

Implications of market research about consumer preferences

- Total market size is 30,000 million litres
- People would buy flavoured water in cafes, restaurants, supermarkets showing there is a sufficient market. Market leaders- Foggy and AOE; this could pose a challenge for DeepBreath as people have a prior preference.

Consumer preferences

Our team ran a study to understand the consumer preference in the current market based on the sample of target consumers and present us with the following results:

I identify product X with...

- Healthy non-alcoholic beverage
- Sports drink
- Leisure beverage

I would buy product X in...

- Other
- Cafe / restaurant
- Convenience store
- Supermarket

Pre Launch Marketing

MARKET

Only two market leaders

Less entry barriers as 1050m litres are dominated by several different small business

It is an advantage as DeepBreath is already a well established business. Therefore, it will be easy to attract new potential loyal customers

IBO 2022 WINNERS

Individual Awards

Business (Aggregated) Award

Global Top 20

Award	Country/Region	Name	School	Score
1st	Nepal	Azar Gurung	Nepal Economics Olympiad	368.5
2nd	India	Sharada Gopalakrishnan	Akshar Arbol International School	358
3rd	Nepal	Aadit Subedi	Nepal Economics Olympiad	357
3rd	Nepal	Anuska Subedi	Nepal Economics Olympiad	357
5th	Singapore	Athulitha Bhuvaneshwaram	Global Indian International School	351.5
6th	UK	Aditi Banerjee	Harrow School Online	347.5
7th	China	Alexander Mushinski	Shanghai American School Puxi Campus	346
8th	Nepal	Bishes Jung Kunwar	Nepal Economics Olympiad	344.5
9th	Nepal	Bishal Panthi	Nepal Economics Olympiad	341
9th	India	Nithiyasri Chakravarthy	Akshar Arbol International School	341
11th	Nepal	Karun Dhakal	Nepal Economics Olympiad	340
12th	Nepal	Mayank Shankar Jha	Nepal Economics Olympiad	338
13th	Singapore	Pranaveshwar Sathiyamoorthi	Global Indian International School	337.5
13th	India	Syna Jain	The British school, New Delhi	337.5
15th	Singapore	SHREY IYER	NPS International School	335
16th	India	Shambhavi Kumar	Akshar Arbol International School	334
17th	Singapore	SHRISTI ARORA	NPS International School	333
18th	UK	William Christie	Harrow School Online	332.5
19th	Singapore	Shrijan Nimmakayala	Global Indian International School	327.5
20th	Pakistan	Muhammad Shuja Shuja	Aitchison College	326

Objective Test Top 20

Award	Country/Region	Name	School	Score
TOP 10	Nepal	Azar Gurung	Nepal Economics Olympiad	100
TOP 10	Nepal	Nirwan Ligal	Nepal Economics Olympiad	98
TOP 10	Nepal	Bishes Jung Kunwar	Nepal Economics Olympiad	92
TOP 10	Nepal	Karun Dhakal	Nepal Economics Olympiad	87
TOP 10	India	Sharada Gopalakrishnan	Akshar Arbol International School	86
TOP 10	Singapore	Athulitha Bhuvaneshwaram	Global Indian International School	85
TOP 10	Iran	Ahmadreza Afi	MBAT Institute of Innovation	82
TOP 10	Iran	Behina Mafi	MBAT Institute of Innovation	82
TOP 10	Nepal	Mayank Shankar Jha	Nepal Economics Olympiad	81
TOP 10	Iran	MohammadSaeed Baloochi Javaran	MBAT Institute of Innovation	81
TOP 20	Iran	Alireza Talaei	MBAT Institute of Innovation	80
TOP 20	Nepal	Anuska Subedi	Nepal Economics Olympiad	80
TOP 20	Singapore	Pranaveshwar Sathiyamoorthi	Global Indian International School	79
TOP 20	Nepal	Sameer Ranabhat	Nepal Economics Olympiad	79
TOP 20	Nepal	Aadit Subedi	Nepal Economics Olympiad	78
TOP 20	China	Alexander Mushinski	Shanghai American School Puxi Campus	78
TOP 20	Singapore	Nithish Suresh Kumar	Global Indian International School	77
TOP 20	Malaysia	Wei Hao Tan	Australian International School, Malaysia	76
TOP 20	Malaysia	Yao Ming Lee	Australian International School, Malaysia	76
TOP 20	Malaysia	Kian Mun Lam	Australian International School, Malaysia	75
TOP 20	India	Syna Jain	The British school, New Delhi	75

Interactive Objective Case Top 20

Award	Country/Region	Name	School	Score
TOP 10	Nepal	Aadit Subedi	Nepal Economics Olympiad	150
TOP 10	Malaysia	Ethan Chia	Australian International School, Malaysia	150
TOP 10	Nepal	Anuska Subedi	Nepal Economics Olympiad	148
TOP 10	UK	Aditi Banerjee	Harrow School Online	144
TOP 10	Malaysia	Kian Mun Lam	Australian International School, Malaysia	142
TOP 10	Nepal	Bishal Panthi	Nepal Economics Olympiad	140
TOP 10	Singapore	SHREY IYER	NPS International School	140
TOP 10	Nepal	Azar Gurung	Nepal Economics Olympiad	138
TOP 10	Pakistan	Muhammad Shuja Shuja	Aitchison College	138
TOP 10	India	Syna Jain	The British school, New Delhi	138
TOP 20	China	Alexander Mushinski	Shanghai American School Puxi Campus	136
TOP 20	Singapore	Athulitha Bhuvaneshwaram	Global Indian International School	136
TOP 20	India	Nithiyasri Chakravarthy	Akshar Arbol International School	136
TOP 20	Singapore	Shrijan Nimmakayala	Global Indian International School	136
TOP 20	India	Aaryan Dua	The British school, New Delhi	134
TOP 20	Hong Kong,China	Eric Yang	Yew Chung International School	134
TOP 20	India	Sharada Gopalakrishnan	Akshar Arbol International School	134
TOP 20	Hong Kong,China	Yee Kiu Tong	Yew Chung International School	134
TOP 20	Iran	Jannesari Ladani Mehdi	Rooyesh Andishmand Farda Educational Institute (MathHome of Tehran)	132
TOP 20	India	Shambhavi Kumar	Akshar Arbol International School	132
TOP 20	Singapore	SHRISTI ARORA	NPS International School	132

Team Awards

Top 5 Team (Team Average Performance)

Rank	Country/Region	School	Score
1st	Nepal-Team 1	Nepal Economics Olympiad	346.6
2nd	Nepal-Team 2	Nepal Economics Olympiad	334.3
3rd	Singapore-Team 1	Global Indian International School	332.3
4th	Singapore-Team 2	NPS International School	325.2
5th	UK-Team 1	Harrow School Online	318

Top 3 Case Analysis Team

Rank	Country/Region	School	Score
1st	India-Team 1	Akshar Arbol International School	138
2nd	UK-Team 1	Harrow School Online	133.5
3rd	China	Shanghai American School Puxi Campus	132
3rd	Singapore-Team 2	NPS International School	132

