

MCC RECAP SEMESTER 1

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COMPETITION RESULTS

SUSTAINABILITY CHALLENGE

This April we held the newly introduced Sustainability Case Competition! The competition provided an opportunity to gain insights into sustainable business, with a focus on making an impact the future of the case organisation - Pure Advantage.

In first place we had team Let's Get Sustainable, with team members Nadya Fauzia, Cecilia Fang and Gordon Kang.



BECA ENGINEERING CASE COMPETITION

Teams had 24 hours to analyse, strategise and create a presentation for the Electric Vehicle Battery market. This exciting industry challenged teams to come up with new ideas and reimagine their understanding of sustainability and marketability.

Congratulations to the winning team HMH with members Henry Whelan, Anthony Greer and Jesse Prendergast,



DELOITTE OPEN CASE AND FIRST YEARS CASE COMPETITION

The mid semester break saw close to 100 teams taking part in MCC's Deloitte Open Case Competitions and Deloitte First Years Competition. Competitors encountered a variety of challenging cases spanning multiple industries and models. After 5 days, 4 teams in each competition made it through to the finals and were locked in fierce competition business. The final winners were.

Dianca Mitchell, Jessica Yao, Marie Poff and Mildred Wong

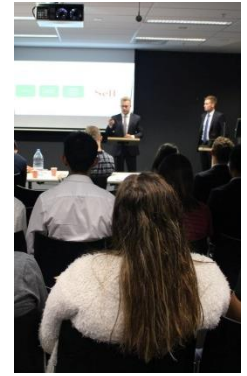
William Habgood, Jack Kennedy, Phillipou Georgiou and Brodie Hutton.



VALUATION COMPETITION

Teams were given 3 days to research and analyse Fletcher Building in order to come up with a valuation. Teams constructed well thought out presentations built on concrete research into Fletcher's history and future prospects.

In first place was +EV- Jonathan Chisholm and Wil Undy



MYOB NATIONAL IT CHALLENGE

In 2015 MYOB launched its first IT Challenge - a competition based on the fusion of business and technical analysis. This event was a huge success and has led to this year's nationwide expansion of the challenge, with multiple universities across New Zealand getting involved.

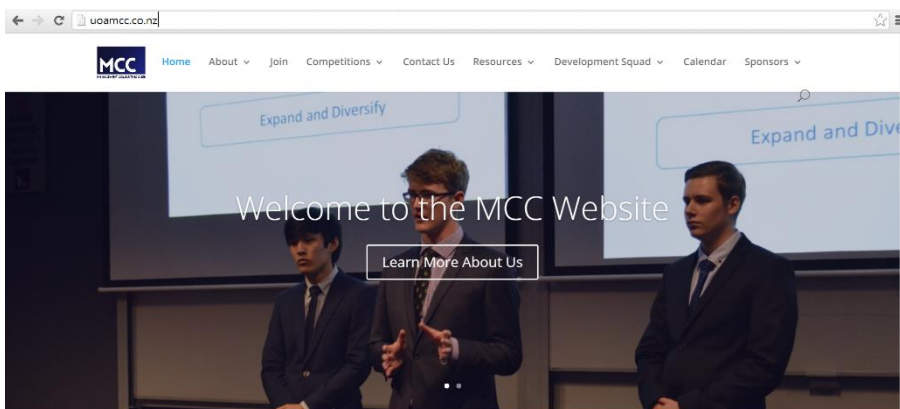
Following the regional competitions at universities, competitors that qualified for the national challenge competed across two days and presented their analysis and technology solutions to judges from MYOB and Uber. Some examples include the use of RFID in the office and VR during the recruitment process.

The final winners were Victoria University who walked away with \$3000!



FOR MORE DETAILS AND PHOTOS HEAD TO

[HTTP://UOAMCC.CO.NZ/COMPETITIONS/NEWS-AND-RESULTS/](http://uoamcc.co.nz/competitions/news-and-results/)



Check out the new updated website!

www.uoamcc.co.nz

INTERNATIONAL RESULTS

HEAVENER INTERNATIONAL CASE COMPETITION – TEAM ROCKET

In mid-February a team of four (Jessica Yao, Brittany Rea, Ed Barker, and Ashley Elder) along with coach, Brendon Potter, travelled 30 hours to the college town of Gainesville, Florida, to compete in the inaugural Heavener International Case Competition (or HICC for short). The competition involved 20 teams from across the globe.

The competition involved two long cases, a 24 hour case on Exactech, a publically listed global biotech company and a 31 hour case on Crom, a private North American concrete water tank manufacturer. The team failed to impress for Exactech however a day at Disney and numerous spa and gym breaks provided the drive to gain 1st in division for Crom, resulting in 2nd place overall in their division, narrowly missing out on a spot in finals.

A global case competition goes beyond than the case room and socially, HICC delivered. On the first evening of the event, the team was greeted by their hosts in typical fashion – a bonfire, smores and a keg of beer with red cups. HICC is also the only case competition that can claim sponsorship by, and a trip to, Disneyland Florida!



CHULALONGKORN CASE COMPETITION – PROFESSOR OAK

On the 15th of May 2016, Matt McQueen, Jenny Liu, Hui Jiang and David Sorrenson set out to Thailand to compete in the Chula International Business Case Competition 2016. Resorts. Beautiful beaches. 30 degrees in May. CIBCC is one of the most anticipated competitions around, and Auckland were back in 2016 to defend the title.

Krabi is pretty typical of many tourist spots in Southern Thailand – a small town with an airport, fringed with resorts and beachside bars. Not the type of location you'd usually find 12 teams from around the world competing in a case competition! The case company was a local store -Big C. Big C is the third largest supermarket chain in Thailand and carries food, apparel, electronics and more – similar to a mix of a Warehouse and a Countdown.

Following the 24 hours to crack the case, the team was placed as runner up, a great result for the team and proof that pools and massages can lead to results on the day.



HSBC/HKU ASIA PACIFIC CASE COMPETITION – TEAM ABRA, KADABRA, ALAKAZAM!

6 weeks training, 15 cases down the line, 101 dumplings consumed, millions of post-it notes used and one trophy later it's all over!

The team (Rhea Sampooranand, Taylor Brown, Renee Mitchell and Cameron Haworth) set out for Hong Kong at the dawn of Auckland's winter – arriving in 30 degree heat 12 hours later. Even from the opening night, we could tell this competition would be different from the others we'd been to – the intensity level with which things are done in Hong Kong is a big step up. 24 universities competing in a single elimination tournament with four teams making the final at the end of day three.

Fast forward 3 days to the finals, held in the HSBC building with 300 degree floor-to-ceiling views of the city – the next two and half hours were absolutely incredible, trying to come up with a strategy that we hoped would stand out for the Japanese clothing retailer Uniqlo. In the end the team placed a 3rd taking home \$2000!



**TO READ MORE DETAILED RECOUNTS OF THE INTERNATIONAL
COMPETITIONS HEAD TO
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