



INSTITUTE OF THE
MOTOR INDUSTRY

IMI Careers & Resources

Business & Enterprise Competition

Sponsored by:



- The automotive industry influences everyone, from delivering goods on time to commuters travelling to work and emergency services being able to respond to crisis, the motor industry helps keep the country moving!

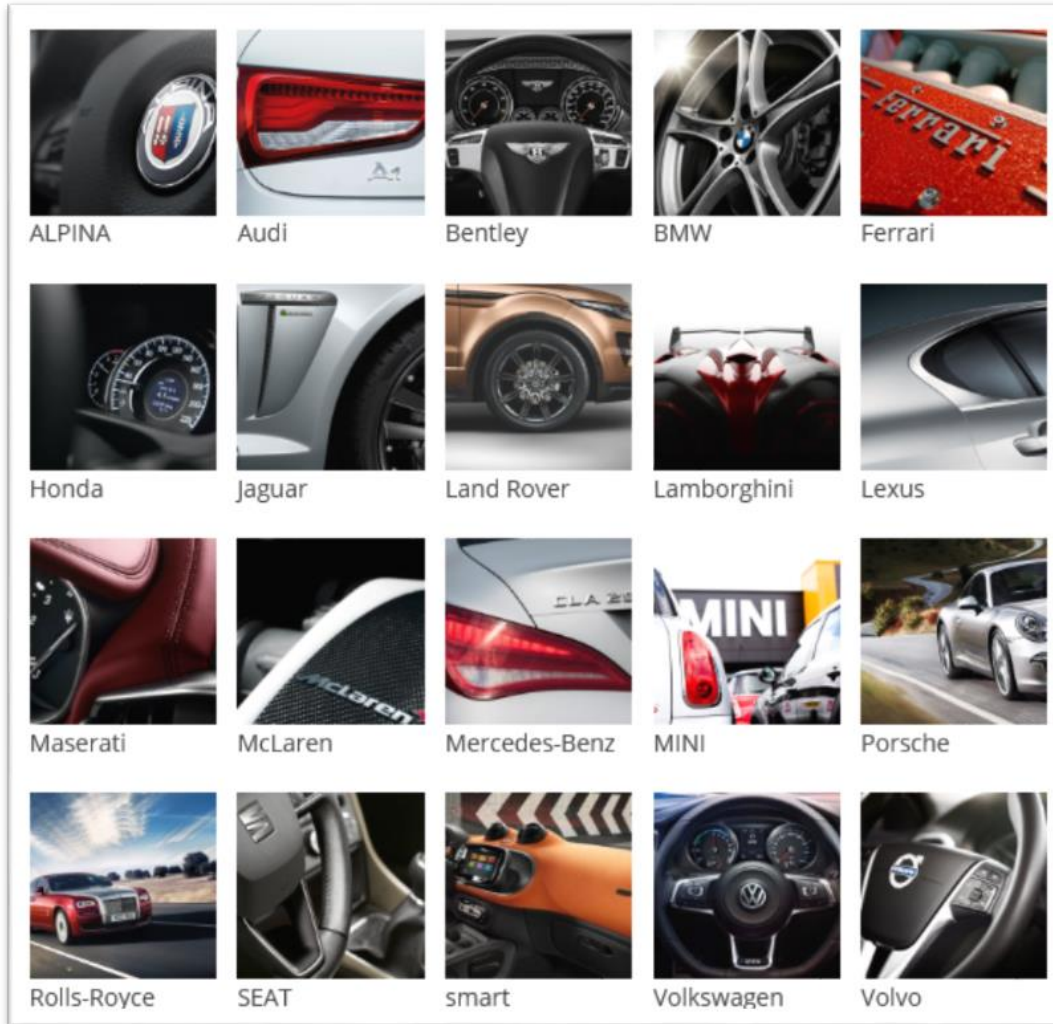
- www.autocity.org.uk



- The Institute of The Motor Industry is the professional body for individuals working in the motor industry and the authoritative voice of the retail automotive sector



- The IMI's aim is to ensure that the automotive retail sector has a skilled, competent and professional workforce that is fully equipped to keep pace with the demands of new technology and changing markets



The Competition



- The CEO of Sytner has decided they are going to launch a new vehicle to the market and they need your help to design, branch and launch a new vehicle!
- In your team you will need to cover the roles of Researcher, Designer, Sales & Marketing Executive and Project Manager to develop a unique and imaginative vehicle
- Just follow the tasks step by step to create a concept and strategy that will appeal to your chosen target audience

Task 1: Research & Planning



Task 2: Design



Task 3: Brand & Launch



Task 4: The Big Pitch







RULES

- 4-6 people in a group
- All entries are to be submitted electronically
 - Google Docs
 - PowerPoint presentation
 - MP4 Video
- Entries to be emailed to careers@theimi.org.uk
- Competition closing date is Friday 20th July 2018



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Good Luck 😊

If you have any questions please contact us:

Telephone 01992 511521

Email careers@theimi.org.uk

The IMI Careers Team