

UNILEVER IDEA TROPHY 3 ACTIVATION AT UNIVERSITY OF NAIROBI MAIN CAMPUS

Date and time:
Fri, 07/04/2014 - 05:00



Ms. Olive Chege, Mr. Renee Inyanga and Ms. Pauline Mueni, from the Department of [Mechanical and Manufacturing Engineering](#) pose for a photograph after registering for the [Unilever Idea Trophy 3 competition](#). The competition runs from 1st July to 3rd August 2014.



Unilever Idea Trophy 3 logo

Idea trophy is a Unilever competition for students, which allow them to gain experience outside the classroom through a case based business challenge. Its objective is to contribute to youth development, grow a future talent pool and improve the quality of future graduate trainees by exposing them to industry expectations.

The competition will be held in three rounds:

1. Online registration and submission of an idea. How can you launch a 'New Toothpaste' in the Kenyan market?
2. Online submission of a business plan (the best teams from round 1 participate. A group of unilever leaders will select top ideas)
3. Presentation of the execution plan. The 1st, 2nd, and 3rd prize winners will be announced after this stage. The judging panel will comprise of senior business leaders.

For more information, visit www.ideatrophyykenya.co.ke

All students are encouraged to participate. Good luck!

