

Ogier backs biggest youth market day for Channel Islands Student Business Challenge

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Saturday 4 March 2017 is Market Day for the Student Business Challenge at the Central Market in St Helier. All the teams taking part in this year's Challenge will be under one roof, selling their products and showcasing their businesses to the shoppers of St Helier making it Jersey's biggest youth market. The market will run from 10.00 am until 3.00 pm.

The Channel Islands Student Business Challenge supports forty teams of students from Grainville, Haute Vallee, Jersey College for Girls and Victoria College to start-up and run their own businesses with an initial investment of £100 per team. The Challenge, run by Barclays, EY, Ogier and Sure, gives teams two months to develop their business acumen before facing a final "Dragon's Den" where they will need to impress the judges with their abilities to run a profitable business and / or benefit the local community.

Headteacher of Haute Vallee School, Dave Roworth, said "There is an African proverb that says "If you want to go fast, go alone. If you want to go far, go together!" These students are learning how teamwork and collaboration can be used to turn great ideas into reality. They have seized their opportunity and this experience will no doubt help them throughout their future lives. The Student Business Challenge Market gives every team the chance to expand their customer base, maximise sales and, most importantly to work alongside, and learn from, the regular market stall-holders- a unique opportunity for all."

Kate Kirk, Head of Marketing at Ogier said "The Student Business Challenge market is a fantastic opportunity for students to gain valuable working experience in a competitive environment. We hope this event will inspire and encourage the next generation of young entrepreneurs and we are very grateful to Jersey Markets for hosting our teams"

This year's contestants are trading from January to March and selling healthy snacks and drinks, cakes and sweet treats as well as jewellery, candles, key rings and gifts as they compete to become the Overall Winner of the Channel Islands Student Business Challenge 2017.

About Ogier

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