

## Project 1: Company analysis (8-minute presentation + 4-minute Q&A + Report)

	Weight						
<b>Presentation quality</b> - Clarity of speech - Organization and logical flow - Proper use of graphs/diagrams - Time management and completeness - Confidence and persuasiveness - Q&A handling, conciseness and objectivity	13%	18					
<b>Company background contributing to its success</b> - Company history and founding team - Success factors: Product/Services features, founders, key resources/ technologies available, and uniqueness	12%	18					
<b>Business process<sup>1</sup></b> - Value proposition (how values are added to various stakeholders) - Business model, cost and revenue model	20%	18					
<b>Market environment &amp; competitiveness</b> - Target market analysis and differentiation - Market competitiveness <sup>2</sup> - Competitive advantages <sup>3</sup> and competitor analysis (with comparison with other leading companies)	20%	18					
<b>Strengths, Weaknesses, Opportunities, and Threats<sup>4</sup></b>	20%	18					
<b>Personal reflections: Plan and exit strategy<sup>5</sup> (and how to achieve it)</b> - Assuming you were the CEO of the company, how you would address the weaknesses and threats (e.g., using SWOT above) and how your company should grow or exit in the face of all the challenges	5%	18					

<b>Report quality</b> - Organization, clarity and readability (use of bullets, etc.) - Proper use of graphs and graphics - Personal insights, reflections, comments and opinions - Supporting and convincing evidence (Breadth and depth of research) - Realistic and critical analysis - Personal insights, reflections, suggestions and comments on company strategies, threat mitigation, expansion, and exit plan	10%	18					
<b>Average Score ( /18)</b>		18	0	0	0	0	0
<b>Overall comments</b>							
<b>Peer Voting (/2)</b>							
<b>Total score (Presentation + Report + Peer voting) (/20)</b>		18	0	0	0	0	0

<p>1. Ref: "IT-driven business models: global case studies in transformation" Chp 1, p2 (e-book in UST Lib)</p> <p>2. The competitive forces encountered: Barrier of entry, risk of substitution, bargaining power of buyers and suppliers, existing competitors etc.</p> <p>3. The advantageous factors which enables the company to stay sustainable and be competitive, through, for examples, quality, price, locations, options to customers, additional value-add services, unique access to resources like manpower, technology know-how etc.</p> <p>4. Reference: <a href="http://www.mindtools.com/pages/article/newTMC_05.htm">http://www.mindtools.com/pages/article/newTMC_05.htm</a></p> <p>5. Identify ways on how the company may capture market opportunities so as to justify the entrepreneurs and/or investors to exit the venture through IPO, being acquired, etc.</p>							