

## **Template for business strategy poster**

### **1. Introduction:**

Briefly state the company's area of operation including the product range, origin, customer base etc. Pictorial depiction is acceptable. Mission and vision of the company required. Business philosophy and practices can be included.

### **2. Business strategy followed:**

Illustrate the general business strategy followed. Analytical tools like SWOT, PESTEL, VRIO, Porter's five force model, Porter's generic strategy etc. can be used. Pictorial presentation is highly appreciated.

### **3. Discussion/Interpretation:**

Your interpretation is required. You can show comparative data also. Use of charts like pie chart, bar graph etc. can be used.

### **4. Conclusion**

### **5. Reference(s)**

**Note:**

**It should be one page document**