

Group project instructions

- First page should include the following (groups members' names / course name / topic of the paper)
- the paper should be organized as follow:
 - **Introduction:** what is your business idea, what problem it should solve and why it matters?
 - **Marketing plan** (objectives and mission statement, SWOT analysis)
 - **STP:** What segments are available, which one would you choose and why? (hint: talk about segment attractiveness)
 - How would you target your segment(s)?
 - What is your positioning strategy (4ps)
 - When you talk about the 4 ps, you might want to check the chapters that discuss them in details (for example, pricing chapter should help you finding good pricing strategy)
- **Deadlines:**
 - **Send via email the names of group members + prepared date of presenting (either Nov 8th or Nov 15th) + Brief description of the idea (half a page, double space, font size: 12, Times New Roman) by no later than Friday Nov 4th at 11:59 pm.**
 - **Submission date of the paper (Monday, Nov 7th 11:59 pm) via email as a pdf format.**
 - **Those who still couldn't find a group should meet me after the exam to assign them to other groups.**
 - **The work could be finished in 5 days. You have 6 days until the submission date.**