KPMN’s Virtual Internship Challenge Planning

**1. Business Acumen (KPMN)**

1. The company’s **business strategy**
2. The **goals and objectives** of the company
3. The **financial metrics** of the company
4. The size of the company’s **potential market**
5. The **customer segmen**ts that make up a market
6. How the company **markets** itself to create awareness
7. How the company **sells its products / services**
8. How the company **produces its products / services**
9. How the company **get its products / services to its customers**
10. How the company **receives the cash for the value**
11. How the company adjusts its strategy and moves forward

**Customer’s Acumen (Sprocket Central Pty Ltd)**

1. My customer’s **business strategy**
2. My customer’s **goals and objectives**
3. What are my customer’s **financial metrics**
4. The size of my customer’s **potential market**
5. My customer’s **customer segments** that make up their markets
6. How my customer **markets** itself to create awareness
7. How my customer **sells its products / services**
8. How my customer **produces its products / services**
9. How my customer **get its products / services to its customers**
10. How my customer **receives the cash for the value**
11. How my customer adjusts its strategy and moves forward

Module 1

Graphical user interface, text, application, email

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