**Week 2:**

**Reading Materials**

Class 12 NCERT Macroeconomics

Chapter 1, Chapter 2, Chapter 3, Chapter 6 (approx. time 2.5 hrs)

**Online Course:**

Finish Week 3 and Week 4 of Foundation of Business Strategy (approx. time 4 hrs) <https://www.coursera.org/learn/uva-darden-foundations-business-strategy?>

Start Introduction to Marketing and finish Week 1 and Week 2 (approx. time 4.5 hrs) <https://www.coursera.org/learn/wharton-marketing?>

**Other Materials:**

Complete Case in Point- from Page 105 (approx. time 3 hrs)

Finish IITG Consulting Guide (from Page 32) (approx. 1.5 hr)

**Exercises:**

***(Submission on 31st December, 11.59 pm- Submit at*** [***https://forms.gle/22bXv9ox8MBkuCwYA***](https://forms.gle/22bXv9ox8MBkuCwYA) ***)***

1. ***Market Analysis 1****-* Prepare a Market report on the Retail Beverage Market in Indonesia (Retail as in sales through Hospitality services like Hotels, Cafes, Restaurants etc.)

The Market report must be between 5-8 slides long (excluding cover page, index, appendix etc.)

What should be included in the report? (This is just a guideline which is meant to structure your thoughts on how a Market Report should look like- Feel free to make changes as you see fit)

* The size of the Market
* The Key Growth Drivers
* Future Trends
* Main Players in the field and their operations and business models (quick review)
* In detail study of comparison between any two market players

All external data is allowed- mention the source of the data (and make sure that the source is credible) so that it doesn’t bite you back while researching about it. Checking Data credibility is also a very important thing, and a primary method would be cross referencing two sources and checking if the information tallies

1. ***Guesstimate 2:*** Size the Market of Cakes Industry in India-i.e. total annual revenue from this segment (not Bakery totally, but Cakes in particular) and estimate the average monthly revenue of the entire industry. Further, determine the deviation of revenues during December.

Feel free to use any population or demographic numbers you find online (by also mentioning the source) but don’t use any other data you get online apart from the primary ones mentioned above