**Week 2:**

**Reading Materials**

Class 12 NCERT Business Studies Part 2

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

**Online Course:**

Finish Introduction to Marketing Week 3, 4 and 5 (approx. time 6 hrs) <https://www.coursera.org/learn/wharton-marketing?>

Start Competitive Strategy and finish Week 1 and Week 2 (approx time 2 hrs)

<https://www.coursera.org/learn/competitive-strategy>

**Other Materials:**

This week we are focusing on Case Interviews- Essential skills which can help you fare well while interviewing at your dream consulting firm! (It helps a lot even while being interviewd for Business Analyst Roles, Product Management roles too!)

3 small documents (~15 pages each) with Frameworks and Guidelines to help get started

ISB Casebook: Has analysis of major industries and case interviews of actual aspirants in different consulting firms

**Exercises:**

***(Submission on 20th January, 11.59 pm- Submit at*** [***https://forms.gle/22bXv9ox8MBkuCwYA***](https://forms.gle/22bXv9ox8MBkuCwYA) ***)***

1. ***Company Analysis 1 Hindustan Unilever vs. ITC****-* When it comes to analysing competitors in Consulting, we usually employ a method called “benchmarking”

The Company Benchmarking report must be between 8-10 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)

* Understand the Product portfolios of the companies, the markets they target, market share and penetration
* Financial Analysis of the two companies:
  + Include Major Ratios (as learnt in last week’s course)
  + Revenue, Profit and Profit Margin trends in the last few years
  + Expense and Revenue analysis
  + Track their stocks, see if there had been major fluctuations and if there has been, figure out, why such a thing happened
* GO through their annual reports (and even quarterlies) to actually understand what new product lines they have launched in recent times, any changes to their business model and correlate with how it has affected the company’s Income performance
* Understand the Operational Model of both the companies, see how they distribute and retail

their products, thereby finally gauging “shocks” in the supply chain-i.e. understand what the risks are and see what systems are in place to mitigate the risks (Usually this is an underrated part of Company Benchmarking Analysis, but believe me, the insights you might get from this is really profound!)

* Evaluate the overall growth in the Industry and understand what the future outlook looks like

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 3:*** Take a popular, busy mall in Gurgaon. There will be many shops present in the mall. Guesstimate the average number of “coins” that will be present on a normal day. (Include the coins in the shops and visitors and all such things totally)

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