**Week 2:**

**Reading Materials**

Class 11 NCERT Business Studies Part 1 (optional but highly recommended)

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

Class 11 NCERT Business Studies Part 1

Chapter 6, Chapter 8, Chapter 9 (approx. time 2 hrs)

**Online Course:**

Finish Competitive Strategy from Week 3 till Week 6 (approx time 8 hrs)

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

**Other Materials:**

Make sure you have completed all the case interview related materials of the previous weeks

**NETWORKING SESSION:**

We are also having a networking session this week, so that you can interact with other learners and the administrators of the course. Make sure you fill the below form and mention all the slots when you might be free.

<https://forms.gle/ukDBjgBXLevR6DNW9>

**Exercises:**

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

1. ***Company Analysis 2: Daimler vs. Volkswagen vs Tesla****-* 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 4:*** Number of HD Samsung Televisions in India (versions LCD or above) with a proper split up- statewise (Get the demographic details of the states online as you see fit)

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