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# TU-A1300 - Introduction to Industrial Engineering and Management, 07.09.2020-30.11.2020

Dashboard / Courses / School of Science / department of... / tu-a1300 - in... / Sections / week 2: value... / week 2 group ...

## Week 2 Group Exercise Submission

Due: Monday, 21 September 2020, 6:00 PM

Make a submission

Submit your project exercise for this week here.

Your tasks:

- Constructing the Business Model (1 page of text)
  - Name of the company, business idea, mission and vision
  - Product offering, value proposition, channels, customer relations
- Analysis of the Business Environment (1 page)
  - Provide a short description of the current competitive situation
  - Analyze the competitive situation with Porter’s Five Forces framework
- Marketing strategy and positioning (1-2 pages)
  - Plan your marketing strategy with STP-analysis: define customer segments by their attributes (psychographic, geographic, demographic, behavioral). For example, just “students” does not qualify as a proper segment
  - How does your company’s offering stand out in the market? Apply Porter’s Generic Strategies framework: describe differentiation/low cost and competitive scope dimensions
- Submit your work as a single PDF file. Write all group member names on the title page.
  - Formatting of the assignment: Times New Roman, size 12, line spacing 1.5
  - Referencing: We strongly recommend Harvard style referencing

Tips:

- Assign responsibility within your group as early as possible
- Search for relevant information and good sources online - in the real world you will not have all the information memorized, and that is normal
- If you have any questions, come to the exercise sessions and ask us in Telegram

Deadline:

- The deadline is Monday, 21. at 18:00
- It is enough for 1 group member to submit the assignment
- The grading is on a scale from 0 to 100 and is converted to points at the end of the course

◀ Week 2 Case Study Slides

Week 3 Pre-lecture Readings ▶



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