

I. Assessment Recap

- **Create a 5-7 minute video presentation** focusing on Vinamilk's Green Farm projects, analyzing the key stakeholders involved, and identifying the problems they face in relation to these projects.
- It requires you to conduct research on Vinamilk and the Green Farm projects, analyze stakeholder concerns through the lens of empathy, and conclude with your findings.
- The presentation should not include surveys or interviews due to ethical approval requirements,

Suggested structure:

1. Introduction (suggested 100 words)
2. Company Background (suggested 200 words)
3. Overview of Green Farm Projects (suggested 250 words)
4. Stakeholder Analysis (suggested 300 words)
5. Problem Analysis (suggested 350 words)
7. Conclusion (suggested 150 words)
8. Final Remarks and Acknowledgements (suggested 100 words)

II. Definition/ Slide summary

- **Marketing:** Process of creating, pricing, distributing, and promoting goods or services to satisfy customers' needs profitably.
- **Economics:** Study of how individuals and societies allocate resources to produce, distribute, and consume goods and services.
- **Finance:** Management of money, including activities like investing, borrowing, lending, budgeting, and forecasting.
- **Logistics:** Coordination of complex operations involving people, facilities, and supplies to efficiently transport goods.

- **Supply Chain Management:** Management of the entire production flow from raw materials to final product delivery.
- **Market Segmentation:** Division of a potential customer market into groups based on characteristics like demographics or behavior.
- **Opportunity Cost:** The potential gain lost when choosing one alternative over another.
- **Capital Budgeting:** Process of evaluating and planning large financial expenditures or investments.
- **Gross Domestic Product (GDP):** Total value of goods and services produced in a country annually, indicating economic health.
- **Consumer Behavior:** Study of how people choose, use, and dispose of products and services and the impact of these choices.
- **Brand Equity:** The added value a product gains from having a well-known brand name.
- **Inflation:** Rate at which general prices for goods and services rise, reducing currency purchasing power.
- **Interest Rate:** Percentage charged by a lender to a borrower for asset use.
- **Balance Sheet:** Financial statement showing a company's assets, liabilities, and equity at a specific time.
- **Demand and Supply:** Economic principle where demand is the quantity of a good consumers are willing to buy and supply is the quantity producers are willing to sell at various prices.