

I. Assessment Recap

- Create a **4500-word group business report** on OWE project, focusing on applying multidisciplinary theories and practical knowledge to address real business challenges.
- Include **an analysis of the project**, link it to the United Nations Sustainable Development Goals, conduct stakeholder analysis, and propose solutions using design thinking.
- Be evaluated based on the depth of analysis, application of theories, organization, and the quality of proposed solutions.

Suggested structure:

- 1/ Executive Summary 300 words :
- 2/ Table of Contents:
- 3/ Introduction 500 words :
- 4/ Overview and explanation of the project 500 words)
- 5/ Link to UNSDGs 200 words)
- 6/ Challenge(s) or problem(s) of the project 500 words)
- 7/ Stakeholder analysis 1200 words
- 8/ Solutions/Recommendations 1000 words
- 8/ Conclusion 300 words :

II. Definition

1. Marketing: The process of promoting, selling, and distributing a product or service. It involves market research and advertising strategies to identify and meet customer needs.
2. Economics: A social science that studies the production, distribution, and consumption of goods and services. It examines how individuals, businesses, governments, and nations make choices about allocating resources.

3. Finance: The management of large amounts of money, especially by governments or large companies. It includes activities such as lending, borrowing, saving, investing, and forecasting.
4. Logistics: The detailed organization and implementation of a complex operation. In a general business sense, logistics is the management of the flow of things between the point of origin and the point of consumption to meet the requirements of customers or corporations.
5. Supply Chain: The network of all the individuals, organizations, resources, activities, and technology involved in the creation and sale of a product, from the delivery of source materials from the supplier to the manufacturer, and eventually to the end user.
6. Market Segmentation: The process of dividing a market of potential customers into groups, or segments, based on different characteristics. The segments created are composed of consumers who will respond similarly to marketing strategies and who share traits such as similar interests, needs, or locations.
7. Consumer Behavior: The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.
8. Brand Equity: The value a company gains from a product with a recognizable and admired name when compared to a generic equivalent. It's built through consumer perception, recognition, and loyalty.
9. Opportunity Cost: The cost of an alternative that must be forgone in order to pursue a certain action. Put another way, the benefits you could have received by taking an alternative action.
10. Gross Domestic Product (GDP): The total value of goods produced and services provided in a country during one year.
11. Asset: Any resource owned by an individual or a business that is expected to provide future economic benefits.

- 12.Liquidity: The degree to which an asset or security can be quickly bought or sold in the market without affecting the asset's price.
- 13.Inflation: The rate at which the general level of prices for goods and services is rising, and subsequently, purchasing power is falling.
- 14.Supply and Demand: The amount of a commodity, product, or service available and the desire of buyers for it, considered as factors regulating its price.
- 15.Fiscal Policy: The means by which a government adjusts its spending levels and tax rates to monitor and influence a nation's economy.

III. Detailed outline

1/ Executive Summary 300 words :

Provide a concise overview of the report's objectives, key findings, and recommendations.

I/ Introduction 500 words

- Background of OWE and its industry context.
- Overview of the project.
- Objectives of the report.
- Brief mention of the report's structure.

Example:

Background and Industry Context:

In recent years, the issue of clean water has become increasingly critical in Vietnam, with a growing population and escalating water pollution. According to the Vietnam Ministry of Natural Resources and Environment's report (2020), over 70% of surface water in urban areas fails to meet usage standards, directly impacting community

health. This urgent need for clean and safe water has driven the development of projects like the O-We Clean Water Project.

Overview of the O-We Project:

The O-We Clean Water Project in Vietnam is a vital initiative aimed at tackling the urgent issue of water scarcity and pollution. It focuses on providing clean, safe drinking water to communities, particularly in rural areas where access to purified water is limited. Leveraging advanced purification technologies and sustainable practices, the project emphasizes not just the provision of clean water, but also environmental conservation. Additionally, it includes educational components to promote awareness about water conservation and hygiene, addressing both immediate and long-term needs. Collaborating with local governments and environmental organizations, O-We aims to create a scalable and replicable model, extending its reach to the most affected regions. This project is not only a response to a critical need but also a step towards sustainable water resource management in Vietnam.

Objectives of the Report:

This report aims to analyze and assess the O-We Clean Water Project from a multidisciplinary perspective, applying theoretical and practical knowledge to address real-world business challenges. The primary objective is to identify opportunities and barriers, and propose useful strategies for the project's development.

Brief Mention of the Report's Structure:

The report will begin with an introduction to the industry context and an overview of the O-We Project, followed by a deep analysis of the challenges and opportunities. Finally, the report will focus on proposing innovative and practical solutions, based on the design thinking method and multidisciplinary research.