

## Specifications

### In a group of 4 people:

Write the company background and presentation.

Draw up a competitive analysis.

Determine the organizational structure.

Create the PESTEL model and SWOT matrix.

Establish a marketing strategy.

Identify economic prospects and spin-offs.

Produce a report including the above information and :

- Adapted typography and layout.
- Adapt part of it for screen reading.

## Final rendering



## Setting up a company

### Methodes and technologies



**Microsoft Word**

### Skills

