

## Report 2 (5 slides. Indicate the name of team members who made each slide )

1. Slide 1 (Project Title and Objective)
  1. Name and roll number of team members.
  2. List dates, time and duration of your project meeting and who all were present
2. Slide 2(Market Analysis)
  1. Target Market (National, International, B2C, B2B, B2G)
  2. Market Size
  3. Target segment
  4. Market Profitability
  5. Market Growth
3. Slide 3 (Competitor Analysis)
  1. Identify competitors
  2. Compare their weaknesses and strengths
  3. See how they are ranked
4. Slide 4 (Barriers to entry)
  1. Your unique selling point (USP)
  2. How can you protect your USP
  3. Barrier to entry both by you and others
5. Slide 5 (Marketing Plan)
  1. Medium of communication (how are competitors doing it)
  2. Pricing
  3. Promotions