

# **CP2 Report & Presentation Requirements**

## **EXE101\_SU24**

Thanhnt12

### **Paper Report (150 points | 5-10 pages)**

1. Understanding Industry (Market)
  - 1.1. Name your industry
  - 1.2. Porter's Five Forces Analysis of your Industry
    - 1.2.1. Competitive Rivalry
    - 1.2.2. Threat of New Entrants
    - 1.2.3. Threats of Substitution
    - 1.2.4. Buyer Power
    - 1.2.5. Supplier Power
  - 1.3. Analysis of Porter's Five Forces' Result
  - 1.4. Expert Interviews (2 experts)
    - 1.4.1. Notes taken during interviews
    - 1.4.2. Profile of interviewees
2. Understanding Competition
  - 2.1. State your start-up & product/service idea
  - 2.2. S.W.O.T Analysis of your Start-up
    - 2.2.1. Strengths
    - 2.2.2. Weaknesses
    - 2.2.3. Threats
    - 2.2.4. Opportunities
  - 2.3. Analysis of S.W.O.T
3. Understanding Buyers
  - 3.1. Buyer Personas (Demographics)
    - 3.1.1. Define your buyer personas
  - 3.2. Real Surveys (100 people)
    - 3.2.1. Question types used

3.2.2. Conclusions based on survey result

#### 4. Actionables

4.1. Market pains & Solutions:

4.1.1. Layout how the team is going to use this market research in developing your product/service to solve problems for customers

4.2. Market Fit:

4.2.1. Layout any product/service's improvements/adjustments the team would like to make based on this market research

#### 5. References Page(s)

5.1. Follow [APA 7th edition](#)

#### Paper Format

- Font Size: 11-12 (body text), 12-24 (title, sections)
- Font: Business Appropriate
- Double Spaced, 1-inch margins
- Citing: [APA 7th edition](#)
- Page count does not include graphics (photos, charts, etc.) or References page(s)

## **In-person Presentation (50 points | 10-15 minutes)**

1. Industry Summarised
  - 1.1. Porter's Five Forces Analysis
  - 1.2. Expert's Interview Results
2. Competition Summarised
  - 2.1. S.W.O.T Analysis
3. Buyers Summarised
  - 3.1. Buyer Personas
  - 3.2. Surveys Method & Conclusions
4. Actionables Summarised
  - 4.1. Market pains & Solutions:
    - 4.1.1. Layout how the team is going to use this market research in developing your product/service to solve problems for customers
  - 4.2. Market Fit:
    - 4.2.1. Layout any product/service's improvements/adjustments the team would like to make based on this market research