

Assignment: Visual Summary of Business Drivers from a Case Study

Objective: To analyze a given case study, identify the key business drivers, and create a visual summary that effectively communicates these drivers.

Steps:

- 1. Read the Case Study:** Students will be provided with a case study that describes a business scenario. This case study will include information about the company's background, market situation, challenges, strategies, and outcomes.
- 2. Identify Key Business Drivers:** Students should analyze the case study to identify the key business drivers that influenced the company's decisions and strategies. These may include market competition, customer needs, technological advancements, regulatory environment, company mission and objectives, etc.
- 3. Create a Visual Summary:** Using power point, students will create a visual representation of the identified business drivers. The summary should:
 - Clearly label each business driver.
 - Briefly describe how each driver impacted the company's strategy and operations.
 - Be visually engaging and easy to understand at a glance.
- 4. Submit the PPTX to Canvas. Cover page is must, name of the group and members of the groups needs to be in the second slide.**

Evaluation criteria:

- Correct identification and understanding of the key business drivers in the case study. 10 marks
- How effectively the visual summary communicates the business drivers. 10 marks

Case Study Outline: "TechNovate Inc.: Navigating Through Change"

Company Overview: TechNovate Inc., a mid-sized technology firm specializing in AI and machine learning solutions, based in Canada. Founded in 2010, it initially focused on AI solutions for the healthcare sector but has since expanded into finance and retail. The company has been experiencing steady growth but is facing new challenges due to market changes and increased competition.

Market Situation:

The industry trends shows rapid advancements in AI technology, increasing demand for AI in various sectors, and emerging global competitors. The company has diverse customer base, ranging from large healthcare providers to retail chains and financial institutions. Several new startups are entering the market with innovative solutions, putting pressure on TechNovate to continuously innovate.

Challenges:

- Need to evolve product offerings to meet changing customer demands.
- Keeping up with the latest AI technologies and integrating them into existing solutions.
- Navigating complex regulations in different sectors and regions.
- Incorporating sustainable practices into business operations.

Strategies:

- Developing new AI-driven products for emerging market needs.
- Exploring new sectors and geographical markets.
- Streamlining operations to reduce costs and improve customer service.
- Investing in employee training and hiring top talent in AI and machine learning.

Mission Statement: "To empower businesses and communities with innovative AI solutions that enhance efficiency, drive growth, and foster a sustainable future."

Vision Statement: "To be a global leader in AI technology, revolutionizing how industries operate and contributing to a smarter, more connected world."