

Evaluation Process

Round 1 - Report Submission

Company Analysis - 30%

Introduction about the company - 5 marks

Correct problem identification - 10 marks

Using of business analysis methodologies - 15 marks

(SWOT , 4Ps , PESTLE etc)

Responsiveness and Interaction - 10 %

Ask questions from company representative - 7 marks

Submission on time (Forms & Report) - 3 marks

Solutions with the strategies according to the problem statement - 60%

Digital Based Solution - These five domains should be included in the digital solution

1. Customers - 6 marks
2. Competitors - 6 marks
3. Data - 6 marks
4. Innovation - 6 marks
5. Value - 6 marks

Company review - 10 marks

Identify the target audience - 5 marks

Feasibility study of approach digital solution - 15 marks