



Thank you for completing the project. You have done really well. Your overall score is 67%. Kudos!

Here is how your submission has been graded. We hope you find it useful and helpful for your future submissions.

Parameter	Score	Comments
Parameter: Data Management:	2	The learner has used data but either the data is flawed or the data gathering/analysis process is flawed.
Parameter: Decision Making:	2	The learner leveraged data to inform their decisions but failed to develop alternatives or choose between the alternatives methodically.
Parameter: Solution Communication:	2	The learner has communicated 'the what' effectively but failed to communicate 'the how' and 'the why' needed for stakeholder buy-in.

Areas of Strength: (These are practices you should continue doing)

- You have a good submission. You have exerted good efforts into this market research. Well done!
- It was great to add the SWOT analysis as a step of your Market Research. Great.
- It was great to add some visuals to boost and validate your findings and data.
- Your submission is neat and organized.

Areas of Improvement: (These are practices you should start doing)

- Your market research was a bit concise. You need to add more details and be more generous with your report.
- You need to be more specific and generous in your research. It's not enough to decide that the MENA region is suitable for Tata Motors to enter. You need to research all the region countries and discuss their conditions, come up with more data about each, and compare them to each other using a set criteria in order to have valid and data-based decisions.
- You need to have more decisions and recommendations when it comes to your final results and decisions. You have to analyse the data more and suggest different scenarios based on the data you have and so on.
- It's SWOT not SWAT analysis. As the "O" refers to the opportunities as you mentioned.
- I wish you could have added more visuals and data about the topic at hand.
- You didn't entail any part about your competitors in the market. This is also an essential part that you should entail and discuss.

Additional Comments:

- Thank you for the great effort you put into this submission. Keep up the great work and looking forward to your next submissions.
- We highly appreciate the efforts you have put into this checkpoint. Well done! Great efforts.

Keep up the great work! And looking forward to receiving your next submission :)