

Case Study Report and Case Study Presentation

Instruction:

- ☐ Form into a group of FOUR (4) students (depending on number of students intake)
- ☐ Each group will take on a case study topic and perform relevant research analysis
- ☐ Case Study Report Submission and Case Study Presentation during tutorial.
- ☐ Total of EIGHT (8) case study topics:
 - **iOS and Android (OS and Application)**
 - **Nokia**
 - **Blackberry**
 - **iPhone**
 - **Social Marketing**
 - **Facebook**
 - **E-Commerce Platform**
 - **Wal-Mart**
 - **Alibaba**

Case Study Report and presentation coverage: (Report: 3%, Presentation: 1%)

- ☐ Introductory history of product/services
- ☐ The “rise” and “fall” of the product/services
- ☐ SWOT analysis
- ☐ Key success and failure factors in the period of: (1) The Past ; (2) Present ; (3) Future
- ☐ Business model(s): (1) Overall Business Model ; (2) Business Model related to Business Area / Business Unit / Business Activity /Business Operation etc.
- ☐ Blue Ocean Strategy Tool: ERRC framework
- ☐ Future directives of products/services
- ☐ Others areas which are relevant and important to the assigned topic