

# Components of the team and final presentation

The components of your team are:

[https://it.surveymonkey.com/r/case\\_analysis](https://it.surveymonkey.com/r/case_analysis)

The presentation will last 15 minutes.

On Monday 16, six teams will present their analysis.

On Wednesday 18, nine teams will present their analysis.

My team would like to do the presentation on...

November 16:

<http://www2.units.it/sportellolavoro/eventi/preview/30d198f6f29a6f18c8c2f3d825135bf47e51a3395dfe97ac0823252f104d374>

November 18:

<http://www2.units.it/sportellolavoro/eventi/preview/9a314bee4295e426955b3a58740cc35a575aab6072e0dfe8a7188923bc3f375>

# Case analysis

- General characteristics of the company
  - history
  - product portfolio
  - countries where the brand is selling
  - countries of production
  - sales volume in domestic market and international market, sales growth, financial performance
- Success points and competitive advantage of the company
- Target segments and distribution channels. Also describe the type of intermediaries, if the company is using franchising, DOS, etc.
- Communication strategy and media mix (advertising, etc.)