

TEAMWORK - COMPANY PRESENTATION

- 1) If you want to propose your team, please go to this link and send me the names of the five team members https://it.surveymonkey.com/r/team_proposal
- 2) If you want to be part of a new team, please tell me your name and I will create the team. The link is the following: https://it.surveymonkey.com/r/join_a_team

PRESENTATION

- Each team will prepare a REPORT (in ppt) on one of the companies listed below.
- The REPORT will be presented to the lecturer and to class on:
 - April 10 – teamwork presentation (3 to 7pm)
 - April 11 – teamwork presentation (3 to 7pm)
 - April 13 – teamwork presentation (3 to 7pm)
- Each group will have 20 min. (max) for the presentation

STRUCTURE OF THE REPORT

Name of the company

- 1. Introduction:** introduction (index) of how this case analysis is organized (**1 slide**)
- 2. Competitive environment: approx. 1-3 slides**
The industry background in home country and / or international markets (e.g., market size and competitors, trend in the product category)
- 3. Description of the company: approx. 8-12 slides**
 - Company history
 - Vision and mission
 - General characteristics of the company (for example, total sales, sales growth, sales value in domestic market and international market, profits, financial performance, # of employees, # of countries entered, , # of stores, etc.)
 - Brand portfolio including target market (segments), sales volume/value, etc. per brand
 - Value chain of the company, with some information about R&D, Production, Marketing and Sales and Services.
 - Corporate responsibility
 - Corporate sustainability
 - Other relevant information
- 4. Conclusions: approx. approx. 2 slides**
 - Which are in your opinion the elements that characterize the brand/company's success?
 - Which are the future (declared) strategies of the company?

LIST OF COMPANIES

1. Renault - <https://group.renault.com/en/>
2. Lululemon - <http://shop.lululemon.com/>
3. Philips - <http://www.philips.com/global>
4. Luxottica - <http://www.luxottica.com/en>
5. Adidas - <http://www.adidas-group.com/en/>
6. Beiersdorf - <http://www.beiersdorf.com/meta-pages/int-website-selection>
7. Anheuser-Busch InBev - <http://www.ab-inbev.com/>
8. BMW Group - <https://www.bmwgroup.com/en.html>
9. Underarmour - <http://investor.underarmour.com/company/about.cfm>
10. Puma - <http://about.puma.com/en>