**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://www.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://www.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 24 – teamwork presentation (3 to 7.30 pm) – 10 teams
* April 26 – teamwork presentation (3 to 7.30 pm) – 10 teams
* 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

1. **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

1. **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>
  11. Schaeffler - <https://www.schaeffler.com/content.schaeffler.com/en/index.jsp>
  12. HSBC - <http://www.hsbc.com/>
  13. Nike - <https://about.nike.com/>