

## 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/BM2019PROPOSE>
- 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/BM2019JOIN>

## 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 in May:
- Each group will have 20 min. (max) for the presentation

## STRUCTURE OF THE REPORT (not all the information will be available)

### 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 international markets (e.g., market size and competitors, trend in the product category, PESTEL, Porter five forces...)
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 / 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>
11. Schaeffler - <https://www.schaeffler.com/content.schaeffler.com/en/index.jsp>
12. HSBC - <http://www.hsbc.com/>
13. Nike - <https://about.nike.com/>
14. LVMH - <https://www.lvmh.com/investors/>