

## **Course title: Entrepreneurship and Business Modelling**

### **Groupwork Assignment: Business Model Failure Analysis**

#### **Objective of The Assignment**

The purpose of this assignment is to help students to understand the importance of a well-balanced Business Model Canvas and the need to continuously adapt business models to market changes. By analyzing the failure of a company, students will develop critical thinking skills and gain practical insights into business model dynamics.

#### **Assignment Description**

Students will work in groups to analyze the Business Model Canvas of a company that went bankrupt. The objective is to identify weaknesses in the company's business model by using the Business Model Canvas and explain how these weaknesses contributed to its decline.

Each group will:

1. **Retrieve information on the company:** The company will be chosen by each group among the following ones: La Perla; Juicero; Beepi; Guru; Gibson Brands Inc.; Melegatti. Since groups will work on DIFFERENT cases, first come first serve principle will be applied
2. **Reconstruct the Business Model Canvas:** Based on research, the group must complete a Business Model Canvas for the chosen company as it existed before its decline/failure.
3. **Identify critical weaknesses:** Analyze which elements of the canvas were problematic (e.g., outdated value proposition, ineffective revenue streams, loss of key partners, shift in customer needs).
4. **Explain the failure:** Provide a structured discussion of how the weaknesses in the Business Model Canvas contributed to the company's downfall.
5. **Suggest alternative strategies:** Propose how the company could have adapted its business model to avoid failure.
6. **Prepare a report and a presentation:** The final output includes a written report (max. 3,000 words) and a 20-minute presentation summarizing key findings.

## **Deliverables**

### **1. Written Report (Max 3,000 words, PDF format)**

- Cover page with group members' names and student IDs
- Business Model Canvas (visual representation)
- Introduction (company background and reason for selection)
- Analysis of weaknesses with the Business Model Canvas as main background
- Discussion on the company's failure
- Alternative strategies and recommendations
- Conclusion
- References (APA style) for reports, articles and websites used

### **2. Presentation (20 minutes, PowerPoint or PDF format)**

- Key insights from the analysis
- Business Model Canvas overview
- Explanation of the failure factors
- Alternative strategies

## **Submission Guidelines**

- The written report and the PowerPoint or PDF file must be submitted as a **PDF file** via the **Moodle platform** by **11:59 PM on 20th May 2025** (strict deadline).

**Deadline:** 20th May 2025