

## **BA 291 Final Project Briefing** **Guidelines for Final Project Presentation**

Everything that you have learned since the beginning of the semester is very relevant for businesses. But in this class you have learned not only to become well rounded in business management but also detailing in the areas of human resources, marketing, digital marketing finance and supply chain as well.

**Your project grade is 30% of your final grade. Your challenge is to create a new business that will achieve sales growth and profit during the new normal lifestyle in Thailand. I will be the investor, so you have to convince me to invest in your business! The business should cover all the topics learned in this course.**

### **Final Project Presentation – November 14 & November 21, 2022**

For your Final Presentation each group will have exactly 20 minutes presentation, maximum 25 slides including a one page executive summary plus unlimited number of appendix which should be followed by 15 minutes Q& A for each group. Every team member is required to present. Please dress your part, no need for school uniforms, but should reflect professionalism themes related to your new business.

#### **Important Notice - for individual participation and team scores:**

1. All students must attend the 2 days presentation,
2. Members of Teams attending in both classes- will reflect teamwork scores.
3. All teams are required to submit questions at the end of each team presentation.
4. Each student will need to evaluate each team presentation and counted as individual score.

**The presentation is free style, should create your business experience in the classroom, you could include vdos, interviews, etc. and must include the highlights of the following:**

1. The Executive Summary
2. New Business Direction, Description, Details
3. The Industry
  - Situational, Opportunity Analysis
4. Market Analysis
5. Competitive Analysis
6. Marketing Plan
  - Marketing & Digital Marketing
7. Operating Plan
  - People Management
  - Supply Chain/Logistics
8. Financial Plan
9. Marketing Research Details ( must conduct Qualitative consumer in-depth interview research , please see guidelines)
  - And how you used research findings to create your new business strategy?
10. Conclusion and Next Steps
11. Appendices and Exhibits

**“Please remember, you are telling your story story to the investor”**

**Scores will be awarded based on the following 4 criteria for the presentation section:**

1. **Strategy:** How well you introduce the business plan in terms of idea, integration, and rationalization including supporting data, facts and research to justify your plan.
2. **Purchase Intent:** How high would be your purchase intent? Would I as a consumer want to purchase your new product/service? Would I as an investor want to invest in our new business?
3. **Creativity:** You should let your imagination run wild since you want to stand out in the market. So design your new business to be impactful and memorable, including the slide deck and member presentation.
4. **Teamwork:** Everyone needs to present and be able to answer the Q&A questions professionally – with support and confidence.

**Additional guidelines for assessment**

Marks will be awarded for the following:

- thorough, focused and thoughtful analysis
- strategic thinking
- creative solutions
- effective use of tools, techniques and concepts from the course
- realism; and
- communication and persuasion

**Important Notice:** Since you many not be able to present all the relevant information including data, facts, figures or research, you are allowed unlimited number of pages for your Appendices which I will review and consider in my grading. **The slide deck is due on November 13, 2022 by noon.(12 pm)**. CEOs please send to our fb CEO group chat. Scores will be deducted for late submissions. Once the slide deck is submitted, no changes are to be made. Lucky draw will be made for order of presentations.

Good Luck and have fun in the process. CEOs and teams please feel free to ask any questions and concerns during the work. I look forward to the grand finale!!!

Ajarn Suwalya