

Guideline for Conducting a Business Report (20%)

You are assigned by your boss to run a thorough research on one business organization in Thailand that is listed in the SET500. The purpose of this project is to provide an analysis of a business in Thailand in terms of situational analysis (internal and external factors), business model, financial analysis, and customer-driven marketing strategy.

Report pattern: Business report
Presentation pattern: Business presentation (20 minutes presentation + 10 minutes Q&A)
Presentation date: **18 and 25 Nov 2019 (sec01) and 23 and 30 Nov 2019 (sec02)**
Report submission date: **before 6 Dec 2019**
Group member: 7 persons maximum

Criteria on choosing a company:

1. The business has been operating in Thailand for at least 2 years and is listed in the **SET500**.
2. You can gain a business insight through both primary and secondary data collection. Primary data collection is, for example, an interview with the business's customers, shareholders, or partners.

Submission format:

1. a business presentation slides covering part C, D, and E
 - soft file sent to sojira.k@arts.tu.ac.th 24-hour before your presentation day
2. a business report with a maximum page of 20 pages, excluding table of contents and appendix.
 - soft file sent to www.turnitin.com (Create a student account and enroll to Class ID 22574914 Enrollment key 0291)
 - hard copy submitted at BE Office
 - use Multiple 1.15 line spacing
 - preferable fonts are Calibri, Cordia New, Arial, or Times News Roman

Notes:

1. Those who plagiarize will get zero.
2. Include both primary and secondary sources in the report.

REPORT STRUCTURE AND CONTENT TO BE COVERED

FRONT MATTER
BODY MATTER
PART A : Company factsheet
<ol style="list-style-type: none">1. Company background2. Vision and Mission
PART B: Business Analysis
<ol style="list-style-type: none">1. External factors affecting business operation (Five Forces Analysis and some forces in business environment)2. SWOT Analysis (including HR, Production, and Management)3. Business Model
PART C: Marketing Analysis
<ol style="list-style-type: none">1. Targeting Strategy and Target Group(s)2. Differentiation and Positioning Strategy3. Integrated Marketing Program (4Ps)
PART D: Financial Analysis (3-year data)
<ol style="list-style-type: none">1. Balance Sheets2. Income Statements3. Cash Flow Statements
PART E: Discussion
<ol style="list-style-type: none">1. Challenges? Sustainability? Business direction? Recommended strategy for business profitability?
BACK MATTER

Assessment Criteria

Business concept

- Select interesting business to enhance more attention and discussion in class
- Fully address all the requirements of the task
- Be able to apply lessons learnt in class to the given task
- Be able to incorporate data-driven and research-based information in the business report and presentation
- Be able to present information without personal assumption and subjectivism
- Be able to provide practical business solutions/ recommendations on the discussion part

Language use

- Use of a wide range of vocabulary
- Appropriate language use and punctuation
- Grammatical correctness
- Message comprehensibility

Presentation

- Well-structured presentation through the use of verbal signposts and visual aids
- Attention and participation from classmates
- Visual aids: rare of misspellings, easily to follow and facilitating to the audience's understanding
- Presenter:
 - o Preparedness
 - o Confidence
 - o Body languages
 - o Clear voice projection
 - o Correct pronunciation
 - o Proper attire