

# Group Project Assignment

## Individual Assignment

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# Group Homework

- Each group to create cover page of your group with photo of members, name and ID number. The cover page is to be used as 1<sup>st</sup> page for all ppt work submission.
- Also please design your virtual background to be creative, impactful and meaningful as it will represent your company.
- Presentation next week.
- Best team will receive prize ka 😊
- HAVE FUN !!

# Group Homework

## Group Project Mini-presentation 1

1. Discuss and decide which retail business your team wants to work on.
2. Prepare a 10 minute presentation in the retail business you are interested in...Restaurants, clothing store, supermarkets etc. –  
CEO, please re-confirm before leaving class (no duplicates)
  - For example, if you choose minimart, you should choose 7-eleven as your ideal retail store and find as much information, including competitors, market situation, IMC, etc.
3. All presentation files to be submitted in CEO group before class.
4. Presentation next Tuesday February 2, 2021

# Individual Homework

## Your most loved retail store

Please provide one page of a actual retail store that you like the most...what dimensions make you a loyal customer....please provide photos, etc...

Also provide recommendations to improve your retail store...

Let's hear from beginning of this semester your thoughts...

Note: please write no more than one page ...

Please send directly to your CEO to further submit to me

By next Tuesday Feb 2, 2020

The Three E's in Content Marketing:

Engage  
Educate  
Excite

