

MIDTERM REPORT BA 291 Introduction to Business

BA 291 Midterm Report Briefing

Course Coordinator/Instructor: Ajarn Suwalya Khemvaraporn

Date Issued: June 25, 2020 Time: 4:00 pm

A: Guidelines

Remember, this is an individual Midterm Project, your scores of originality and analytical methods will define your scores.

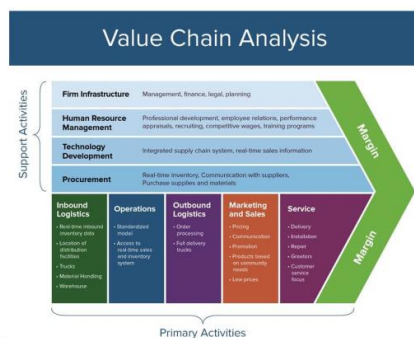
1. This is 10 percent of your overall grade in BA 291 class.
2. Please carefully read the directions.
3. The report will be submitted in Word Perfect format with standard report structure
4. You are allowed to submit no more than 12 pages (excluding the cover page and appendix)
5. You are encouraged to use charts, graphs, illustrations, etc to clearly communicate your ideas to me.
6. On the cover page details to include are
 - Course " BA 291 Midterm Report submitted to Ajarn Suwalya K.
 - Topic of Study
 - Your name
 - Your student ID number
 - A photo of yourself
 - Date of submission

You are required to submit your midterm report in google classroom deadline by 4:00 pm Thursday July 2, 2020

B: The Focus

You will be required to analyze Porter's Value Chain and Five Forces Model (see Handouts on Session 2) by addressing the following:

1. You are to choose one company of your interest
2. You are to analyze the components of the 2 models in detail (every element) by researching the company that you've chosen.
3. The research should be conducted by using both primary (consumer research) and secondary data. You will be given the freedom to choose your research methods.



C: The Challenges

- 1. The questions you need to address from Porter's Value Chain Analysis are**
 - 1.1 What are the strengths and weaknesses in the company? What does the company do to add more value by using the value chain as a guideline. Please give specific examples.
 - 1.2 What was your learning from analyzing the value chain? How can you further to grow the company business or any other businesses?

- 2. The questions that you need to address from Porter's Five Forces Model are**
 - 2.1 Will this company be able to sustain its position in the market? What factors will determine the direction of the company?
 - 2.2 What was your learning in analyzing Porter's Five Forces? How can you further grow the company business or any other businesses?

- 3. Which model do you think is more important , please explain why?**

Guidelines for assessment

Marks will be awarded for the following:

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

Good luck na ka...looking forward to reading your reports 😊

Ajarn Suwalya