

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 MAI index (https://www.set.or.th/mai/en/company/industry_group_p1.html). 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: **16 and 23 November 2020**

Report submission date: **before 30 November 2020, 23:59**

Group member: 6 persons maximum

Criteria on choosing a company:

1. Choose **one company** from the following list:
(https://www.set.or.th/mai/en/company/industry_group_p1.html), on a first come first serve basis.
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@econ.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.
 - .docx soft file sent to www.turnitin.com (Create a student account and enroll to **Class ID 26789496 Enrollment key 0291**)
 - no hardcopy submission
 - 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.
3. Use APA format to make an in-text citation and reference.

AGRO (9)	CONSUMP (11)	FINCIAL (10)	INDUS (36)		PROPCON (28)		RESOURC (15)	SERVICE (47)		TECH (15)
ABICO	BGT	ACAP	2S	TMC	ARIN	THANA	ABM	A5	NCL	APP
AU	BIZ	AF	ADB	TMI	ARROW	TIGER	AGE	AKP	NEWS	COMAN
JCKH	DOD	AIRA	BM	TMW	ALL	TITLE	AIE	AMA	NINE	ICN
KASET	ECF	ASN	CHO	TPAC	BC		ETC New	ARIP	OTO	IIG
MM	HPT	BROOK	CHOW	TPLAS	BSM		PSTC	AUCT	PHOL	INSET
SUN	IP	CHAYO	CIG	UBIS	BTW		QTC	ATP30	PICO	IRCP
TACC	JUBILE	GCAP	COLOR	UEC	CAZ		SAAM	BOL	QLT	ITEL
TMILL	MOONG	LIT	CPR	UKEM	CHEWA		SEAOIL	CMO	RP	NETBAY
XO	NPK	MITTSIB	FPI	UREKA	CMC		SR	D	SE	PLANET
	OCEAN	SGF	GTB	YUASA	CRD		TAKUNI	DV8	SLM	SICT
	TM		KCM	ZIGA	DIMET		TPCH	EFORL	SONIC	SIMAT
			KUMWEL		FLOYD		TRT	ETE	SPA	SKY
			KWM		HYDRO		UMS	FSMART	TNDT	SPVI
			MBAX		JSP		UPA	FVC	TNH	TPS
			MGT		K		UWC	GSC	TNP	VCOM
			NDR		KUN			HARN	TSF	
			PDG		META			IMH	TVD	
			PIMO		PPS			JKN	TVT	
			PJW		PROUD			KIAT	THMUI	
			PPM		SMART			KOOL	VL	
			RWI		STAR			LDC	WINNER	
			SALEE		STC			MORE	YGG	
			SANKO		STI			MPG		
			SELIC		T			MVP		
			SWC		TAPAC			NBC		

REPORT STRUCTURE AND CONTENT TO BE COVERED

FRONT MATTER
BODY MATTER PART A : Company factsheet 1. Company background 2. Vision and Mission PART B: Business Analysis 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: Choosing one main product group to analyze 1. Targeting Strategy and Target Group(s) 2. Differentiation and Positioning Strategy 3. Integrated Marketing Program (4Ps) PART D: Financial Analysis (3-year data) 2017-2019 1. Balance Sheets 2. Income Statements 3. Cash Flow Statements PART E: Discussion 1. Challenges? Sustainability? Business direction? Recommended strategy for business profitability? (based on your analysis, choose some of these topics to discuss, no need to discuss them all)
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:
 - Preparedness
 - Confidence
 - Body languages
 - Clear voice projection
 - Correct pronunciation
 - Proper attire