

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 SET index. 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: **10 and 17 May 2021**
Report submission date: **before 17 May 2021, 23:59**
Group member: 6 persons maximum

Criteria on choosing a company:

1. Choose a company that you are interested in from the SET index, or propose the company that you are interested in to your instructor for approval. (Inform the class on Moodle, this is 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.
 - soft file sent to www.turnitin.com (Create a student account and enroll to Class ID 28790085 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.

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:
 - o Preparedness
 - o Confidence
 - o Body languages
 - o Clear voice projection
 - o Correct pronunciation
 - o Proper attire