

MARKETING PLANNING PROCESS

Business case presentation
recommendations



- ▶ Your business case group assignment must be done in a PowerPoint format
- ▶ Begin with short introduction of the case story (5-7 slides)
- ▶ Outline key issue of the case (1 slide)
- ▶ Make any appropriate analysis of the brand/company (SWOT, 5P's, PESTEL, BCG Matrix, Ansoff growth matrix)
- ▶ Offer recommended course of actions (maximum 3) and present their justification (1 slide per each)
- ▶ Describe significant factors that influenced on your recommendation (1-2 slides)
- ▶ Your total presentation shall not exceed 20 slides as you have only 30 minutes time limit
- ▶ Electronic version of PPT slides should be submitted via mail to the lecturer at least one day before the presentation starts