

# Research projects for Group presentation

Academic English for Business

2017-2018 1<sup>st</sup> semester

# Requirements

Each group needs to:

- Choose a case that you are interested in analysing
- Read the case material
- Identify a problem in the case through the analysis of its information
- Provide solutions to the problem and justify the solutions

# Cases materials

## *Same materials as for the writing*

- *Can you win back online shoppers?*
  - A brick-and-mortar retailer searches for a response to “showrooming”
- *In search of a second act*
  - Riding the popularity of a great first product is easy; finding the next one is hard.
- *Culture clash in the board room*
  - Should a German-Chinese joint venture follow the ethical rules of the parent company or the country of operation?

# Cases materials

- ***Learning to play in the new share economy***
  - *Can an auto rental company fully integrate its car-sharing start-up without losing customers?*
- ***Target the right market***
  - *A software company debates its strategic focus.*
- ***When the twitterverse turns on you***
  - *An airline's social media contest backfires. How should the company respond?*
- ***Who should take the fall***
  - *In the wake of a security breach, the board demands a scapegoat.*

# Content of your presentation

- **Make an executive summary**
  - present information of the company
- **Identify the problem**
  - make an analysis of the relevant information about the case
- **Propose solutions to the problem**
  - explain and justify the solutions  
by applying relevant concepts, theories, or principles (CTP)  
by referring to practices of similar situations

# Requirements of presentation

For example: Case study 1

## Make an executive summary

- What kind of company is Benjy's:
  - A brick-and-mortar retailer of electronics and appliances, worth of \$40 billion;
- What are its corporate strategies
  - To provide customers with the biggest range of products at the lowest prices.

# Requirements of presentation

## Identify the problem

- Customers' showrooming behaviour,
- The drop of sales,
- The disagreement in strategies between the CEO and the chairman of the board
  - offense vs. defence; long-term vs. short-term; high-risk vs. low-risk

# Requirements of presentation

- **Propose solutions to the problem:** explain and justify the solutions

For example:

- Advised by Steve Conine,
  - the cofounder and chief technology officer of Wayfair, an online retailer of home furnishings and housewares.
- I'd be trying to create an exciting online business that would meet my customers' needs and capture their imagination.
- An online Benjy's might not be able to compete with Amazon on certain parameters, such as price and assortment, but it might be able to carve out an advantage by learning to do things differently — for example, by providing a better interface.

# Justification

## *Refer to similar practices*

- Benjy's could also explore becoming a resource site for knowledge about electronics or appliances or other items it sells. *That's what Wayfair did*: We made ourselves, in effect, the Wikipedia of furniture, so thousands of visitors come to us for information.
- Refer to practices of similar situations: what Wayfair has done

# Justification

## *Refer to a relevant concept/theory*

- In search of a second act
- The Brrrd makes an emotional connection with customers, and that's the magic that transforms a product. Steph should build on her success with the Brrrd and continue to forge emotional connections between consumers and her products. *A brand* is a beacon of positive associations that make consumers receptive to the company's new products and concepts.
- Refer to the concept of brand

# Evaluation

- [Group presentation marking sheet](#)
- Start in Week 5 (Group 1)
- Week 7 (Group 2)
- Week 9 (Group 3)
- Week 11 (Group 4)
- Week 13 (Group 5)