

Team Project Phase 2: Situation Assessment Report

Team Name: _____ Client Business: Lolli & Pops

Team Members: _____

Element / Comments	Points		
	1 Poor	5 Average	10 Excellent
Situation Analysis (Company, Environment, Industry) • Great company & industry analysis & examples • Any rites on technology or health trends?			9
Market Analysis (Segment, Target, Demand) • Create need-based segments to move forward! ↳ nice start w/ demographics			8
Competitive Analysis (Porter's, Landscape, Position) • Levels of competition? • Good description of industry & key competitors throughout paper			8
SWOT Analysis (Issues, Implications for Strategy) • Make sure to cite trends in O & T • Good insights - would be helpful to summarize as implication			8
Written Analysis Quality (including Point-of-Contact) • Point-of-contact record? • See report for editing feedback			8

Situation Assessment Report Score: 41 /50

Comments:

- Online opportunity is excellent fit for a Break-Even Analysis
- ★ Emotion & "brand personality" is key to the company → nice explanation
- How do retail & technology trends affect growth prospects?
- Target market makes sense; can you focus on needs?

Strong content overall, see comments for key opportunities to enhance the Situation Assessment

Team Project Phase 2: Situation Assessment Report Presentation

Team Name: _____ Client Business: Lolli & Pops

Team Members: _____

Presentation Start: _____ Stop: _____ Time: _____

Element / Comments	1 Poor	3 Average	5 Excellent
Situation Analysis ✓ Company Profile → <i>What is relationship to corporate?</i> ? Key Environmental Trends ✓ Industry Size and Issues			4
Market Analysis ___ Market Segments → <i>usage * demographics</i> ___ Target Market/s ___ Segment Demand		3	
Competitive Analysis ✓ Porters Analysis ? Landscape/Levels ? Key Competitors		3	
SWOT Analysis ✓ Opportunities and Threats ✓ Strengths and Weaknesses ✓ Implications for Strategy → <i>how to recommendations</i>			4
Presentation Quality <i>connect to SWOT?</i> ✓ Oral Clarity ○ Visual Quality → <i>missing slides</i> ✓ Logical Flow			4

Situation Assessment Presentation Score: 18 /25

Comments:

- "everyone can buy best candy bar"
 • Nice verbal explanation of company + pictures & examples
 ↳ brief statement on growth
 • Market Analysis would benefit from customer segment grid w/size, etc. ^{needs}
 • Preferable to save SWOT to end to set-up recommendations
 ↳ ~~the~~ Situation Analysis can have Environmental trends
 Q: How does gummy trend relate to Environmental trends? Online trends?
 Good core report and presentation style w/ several insights
 ↳ More detail in slides would help cover more ground in less time