

# COLLEGE OF FOUNDATION AND GENERAL STUDIES

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#### GROUP PROJECT ASSIGNMENT

## TRIMESTER 3 2014/2015

PROGRAMME : FOUNDATION IN ACCOUNTING/BUSINESS

ADMINISTRATION/FINANCE

SUBJECT : INTRODUCTION TO BUSINESS MANAGEMENT

##### CODE : MGMF033

Student should do this assignment by group between 4 to 7 members only. It is compulsory that the report must be submitted before or on the dateline.

Students are required to create, analyse and briefly explained the following:

**COMPANY PROFILE**

1. New company name.
2. Company Logo and Motto.
3. Company background.
4. Organisational structure.
5. Vision and Mission.
6. Strategic Planning.

**PRODUCT OR SERVICE, PRODUCT AND SERVICES PROVIDED**

1. Marketing strategies analysis
   1. Product Product

Price

Place

Promotion

* 1. Services Process

People

Physical evidence

1. Strength, Weakness, Opportunities, Threats Analysis
2. Political, Economics, Social, Technology Analysis
3. Conclusion (Future Planning of the Company)

Students should attach the report with the following items:

1. Powerpoint Slide Presentation.
2. Video Advertisement (Commercial Break).

EXTRA MARKS will be considered based on the following items:

1. Creativity.
2. Discipline.
3. Live Demonstration.
4. Interesting graphics attached in the report.

Students Assignments should meet with the following regulations:

1. Font size used 12 or more in both text and figures.
2. The questions are typed at 1.5 line spacing or double spacing.
3. Page numbers are shown clearly at the bottom centre of each page, including the cover page.
4. Binding Comb ONLY is allowed.
5. Marks for all late submission will be deducted by percentage.

Video Advertisement (Commercial Break):

1. Must include the product or services.
2. Range between 30 seconds to 2 minutes only.