Researching and presenting a company

Product / service

- ⇨ What are their main products / services?

Facts and Figures

- ⇨ When did the company start?
- ⇨ Where is their (UK) head office?
- ⇨ How many branches/shops are there?

Human resources management

- ⇨ How many people do they employ?
- ⇨ What sort of people work for them?

Competition

- ⇨ Who are their main competitors?

Marketing

- ⇨ What is their brand positioning?
- ⇨ Information about a recent marketing campaign

What is special about the company?

Researching and presenting a company

Product / service

- ⇨ What are their main products / services?

Facts and Figures

- ⇨ When did the company start?
- ⇨ Where is their (UK) head office?
- ⇨ How many branches/shops are there?

Human resources management

- ⇨ How many people do they employ?
- ⇨ What sort of people work for them?

Competition

- ⇨ Who are their main competitors?

Marketing

- ⇨ What is their brand positioning?
- ⇨ Information about a recent marketing campaign

What is special about the company?