

International Management Studies

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Tips for the Presentation on the Most Promising Company to Invest

1. Find a promising company in the global perspective
2. Write more than 10 pages of PPT
3. The presentation material should include the following information
 - 1) Profile of the company (history, and market position, and others)
 - 2) Unique competitiveness of the company
 - 3) SWOT analysis
 - 4) Analysis based on the M.Porter's five competitive forces
 - 5) Risk analysis
 - 6) Comparison with its competitors
 - 7) Conclusion in the perspective of investment

8) Prepare your presentation in an USB