

WEEK 3 • UNIT 3 • GROUP OF THREE TO FOUR • 100 POINTS

Internal Company Report.

Understanding the client before strategy. Your group works as an internal consulting team and explains who a company is, how it operates, and where it stands today, using evidence.

🎯 Why This Assignment Matters

01

Strong marketing decisions come from clear understanding, not creativity alone. Before you propose any strategy you have to understand who a company is, how it operates, and where it stands today. Your group acts as an internal consulting team and analyses a real company using evidence. This work becomes the foundation for your final pitch and written proposal later in the term.

IF YOU REMEMBER ONE THING



If the understanding here is weak, the strategy work that follows is weak. If it is clear and evidence based, everything after it gets easier.

📄 What You Will Produce

02

A professional internal report explaining the company's past performance and current situation. Do not include future recommendations at this stage. Use clear headings, short sections, and plain language. Cover, with real evidence:

- Company background and key milestones
- Business model, and how the company makes money
- Brand identity and current digital presence
- Company culture and internal structure
- Innovation and technology practices where relevant
- Customer and market research approaches
- Key performance indicators
- Market and competitive context
- A situational analysis, including a SWOT, of where the company stands today

THEN PRESENT IT



In the following class your group delivers a ten minute focus group style presentation as a consulting team. Be ready to defend any section. Do not present future strategies yet.

If a company is already at the top there is little room for meaningful analysis. Pick a company an agency would actually be hired to help. If you are unsure whether your company fits, ask before proceeding.

Avoid

Global mega brands, category leaders, and companies already known for best in class digital strategy.

Choose

Smaller, emerging, regional, or less visible brands that could realistically benefit from support.

📷 Show It, Do Not Just Tell It

This is not only a writing task. Show the company clearly with specific, labelled evidence: product examples (packaging, menus, SKUs, price points), website and app screens, past versus present comparisons of branding or messaging, competitor comparisons, and real performance indicators such as review volume, traffic estimates, or store counts.

THE STANDARD FOR EVERY VISUAL



Label each one with what it is, the source, and the date, then write one line on what it proves. A visual with no analytical point does not belong in the report.

🕒 How To Approach It

- 1 **Pick and clear the company.** Confirm it fits the brief before you invest time.
- 2 **Split the work and open a shared source sheet.** Assign the research areas across the team on day one.
- 3 **Gather evidence and visuals as you go.** Log every link and date the moment you find it.
- 4 **Draft each section in plain language.** Place each labelled visual beside the point it proves.
- 5 **Build the SWOT from the evidence.** Let the situational analysis fall out of what you found, not opinion.
- 6 **Rehearse the focus group.** Every member should be able to explain any section.

🔍 Where To Find Your Evidence

🌐 **Investor and about pages.** Annual reports, milestones, official numbers.

🌐 **Statista, Mintel, Euromonitor.** Category size and trends.

🌐 **Similarweb.** Traffic estimates and channel mix.

🌐 **LinkedIn and Glassdoor.** Structure, headcount, culture.

🌐 **Crunchbase and filings.** Funding, growth, ownership.

🌐 **Google Trends.** Interest and seasonality over time.

🌐 **App stores and review sites.** Ratings, volume, complaints.

🌐 **Trade press and credible news.** Context and recent moves.



Treat evidence as a shared group asset. Cite every fact, number, and image with a working URL. AI tools may support your process, but AI generated summaries are not acceptable as core evidence.

⚠ Common Pitfalls

07

LOSE MARKS HERE



Choosing a famous mega brand. Visuals dropped in with no analysis. Assumptions written as facts. Only the present, with no past versus present. A report that reads as one person's work rather than a team's.

★ Raise Your Grade

08

FROM COMPLETE TO EXCELLENT



Put one short so what line under every visual. Quantify each claim with a real number. Compare the company against two real competitors in a single table. Finish with a one page situational summary a manager could read in a minute. Strong reports persuade because every claim is traceable.

|| How You Will Be Graded

09

CRITERION	POINTS
Comprehensiveness of research. All required areas: history, business model, strategy, brand identity, vision, culture, innovation, research methods, KPIs, and marketing mix.	25
Quality of analysis of past and present. Clear, insightful analysis with a detailed and relevant SWOT.	25
Organisation and formatting. Well structured, logical, professional, with clearly labelled sections.	25
Use of visual aids. Key images and graphs that strengthen the analysis.	25
Total	100

☑ Before You Submit

10

- ☐ Company fits the brief, not a mega brand or category leader.
- ☐ All nine required areas covered with evidence; SWOT and situational analysis included.
- ☐ Labelled visuals, each tied to an analytical point; past versus present and competitor comparisons.
- ☐ Every claim cited with a working URL; shared source list complete.
- ☐ No future recommendations yet; one file, PDF or Word; all members can defend any section.

WHERE THIS LEADS



This is the foundation of everything that follows. What you learn here about the company — how it works, where it stands, what it is up against — becomes the base for your personas, your journey maps, and ultimately your final proposal, campaign project, and pitch presentation. Get the company right and every later decision has real evidence behind it.

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