Host Company Market Analysis Assignment – Project Guidelines

Assignment: Based on your internship experience, conversations, and interviews with colleagues, complete the following analysis in PPT format with a detailed narrative in the notes section of each slide. This document should be 10-15 slides with a reference page.

Cover: Your Name, Supervisor's Name & Title, Host Company, Dates of Internship, UConn Internship Instructor

BRIEF HISTORY OF HOST COMPANY: with details on specific changes/trends within the past 12 months.

SWOT (Strengths/Weaknesses/Opportunities/Threats) Analysis. Strengths and Weaknesses are evident from an *internal analysis of the company*, whereas, Opportunities and Threats are evident from an *environmental analysis related to the company*. Complete the following SWOT CHART for the HOST COMPANY.

STRENGTHS:	WEAKNESSES:
A firm's strengths are its resources and competencies. What does the HOST COMPANY do well particularly relative to the competition? Examples might include strong brand/corporate image, competitive pricing model, intellectual capital, strong channel relationships.	What could the HOST COMPANY improve upon particularly relative to the competition? What are the weaknesses within the company? Weaknesses are often the flipside of strengths, e.g., unknown reputation, lack of competitive pricing, etc.
OPPORTUNITIES:	**THREATS**
What are the opportunities for growth? Examples might include: unfulfilled customer needs, new target audiences, new product development opportunities, new media strategies, regulatory changes.	What trends could harm the company? Examples include: competitive actions, mergers, environmental policies, regulatory changes, economic conditions.

COMPETITOR ANALYSIS: Who are the key competitors for this product/audience? What are their competencies? How do the competitors rate relative to the HOST Company? Below is an example of how to present this analysis. Tailor this chart to communicate the competitive analysis related to the HOST Company.

	HOST COMPANY	COMPETITOR A	COMPETITOR B	COMPETITOR C
Key element of positioning				
Product				
Pricing				
Promotion				
Distribution				
Sales				

HOST COMPANY'S CURRENT OFFERING(S): Identify *up to two* of the HOST COMPANY's current "offerings" (brand/product/ service) or "offerings" under development. Detail the following.

- **Target Audience** – Profile the target consumer audience (e.g., customer profile: demographics, psychographic, geographic), or business customer profile (client size, geographic, buying tendencies, etc.)
- **Pricing Strategy** – Detail the pricing policies, e.g., penetration pricing, market leader pricing
- **Distribution Strategy** – Describe the distribution channels used to get this offering to the target customer
- **Promotions Strategy** – Discuss advertising, promotion, digital media activities designed to communicate with the target customers
- **Sales Strategy** – Discuss sales plan to develop new business and maintain business relationships
- **KEY INSIGHTS:** Identify 2 key insights into host company marketing, digital marketing or sales strategy (depending on internship focus) that you gained during the internship.
- **CONCLUSIONS & RECOMMENDATIONS.** Provide conclusions and specific recommendations based upon the market analysis and interviews with colleagues.

Assignment Evaluation Rubric

Evaluation Component	Points Possible	
Internship Role and Responsibilities	**10**	
Describe the role of the internship job (department/reporting/ responsibilities)	3	
Describe the role this job (or department) plays in the strategy of the host company	7	
Introspection and the Internship	**10**	
Describe why you took this internship. Conduct a before/after analysis of your personal/professional skill set and the effect of the internship on your personal/ professional skill set	5	
Determine how this internship experience has influenced your future career plans.	5	
Host Company Market Analysis	**35**	
Presentation Components	27	
Presentation Mechanics	2	
Presentation Organization	6	
Host Company Market Analysis Presentation	**20**	
Nonverbal Skills	10	
Verbal Skills	10	
Host Company Evaluation	**25**	
TOTAL	**100**	