Order #722173



Topic:

Entrepreneurial Management

Description Research on produce/service and strategies of your target company in the context of new venture development using secondary sources of information (e.g. published articles, reviews, newsletter, etc.). MGT4857 Entrepreneurial Management (chapter 1), target industry and market (chapter 2), business model (chapter 3), (chapter 4), marketing mix (chapter 5), (chapter 6), communicating your value proposition (chapter 7), Scalability and growth (chapter 8), and Managing operations and risk (chapter 10). Develop a section for theoretical backgrounds of two themes among branding value proposition and customers 2. Analyse/critically evaluate the strategies, performance and behaviours of the target company in terms of your two themes 3. Develop recommendations for the target company on how to overcome the challenging industry and market situations related to the COVID-19 in the context of your chosen two themes. Also, justify your recommendations. Marking criteria: see Attachment 2. See Attachment 4 for ‘How a student build a consistent and coherent writing assignment’ 1 value proposition and 1), target industry and market (chapter 2), business model (chapter 3), business ideas (chapter (chapter 4), marketing mix (chapter 5), (chapter 6), communicating your value proposition (chapter 7), Scalability and growth (chapter 8), and Managing operations and risk (chapter 10).2. Analyse/critically evaluate the strategies, performance and behaviours of the target company in terms of your two themes 3. Develop recommendations for the target company on how to overcome the challenging industry and market 3/18/2021 Writers Hub - Freelance Writing https://www.writershub.org/writer/orders/722173#instructions 4/5 situations related to the COVID-19 in the context of your chosen two themes. Also, justify your recommendations.

Structure of the assignment: see Attachment 1. Guidance 1. Research on produce/service and strategies of your target company in the context of new venture development using secondary sources of information (e.g. published articles, reviews, newsletter, etc.). Develop a section for theoretical backgrounds of two themes among business ideas (chapter 1), target industry and market (chapter 2), business model (chapter 3), value proposition and branding (chapter 4), marketing mix (chapter 5), value proposition and customers (chapter 6), communicating your value proposition (chapter 7), Scalability and growth (chapter 8), and Managing operations and risk (chapter 10).