Business Model Canvas Analysis for Mercularis

Objective: Your Individual Assignment should provide an in-depth analysis of the business challenge and its solutions. The analysis should cover all components of the Business Model Canvas (BMC) framework. It is essential that you spend time studying all parts of the BMC before completing your Individual Assignment. It is equally essential that all members of the team communicate well with each other from the start and throughout the project. This is also to ensure your Individual Assignments are related and relevant to each other so that your group can deliver a coherent, logical Group Assignment. Format: ~3,000 words (10% leeway); Times New Roman 12 or Arial 10; 1.5 spacing. Content: Your Individual Assignment needs to be focused on your analysis and needs to demonstrate how you arrived at your findings and solutions. In the assessment of the Individual Assignment, the quality and rigor of your analytical work, including finding reliable sources and making informed and plausible assumptions, will be a particular focus. While your predictions are important, it is the analytical process that ensures the quality of your work. For example, in the Finances block of the BMC, the focus should be on your analysis of the market and predicted demand as well as cost structure, not on precise numbers, which are difficult to predict. In the Individual Assignment, you are expected to explain how you arrived at the solutions you propose. There is no expectation of a comprehensive list of recommendations at this stage. Any individual solutions you could draw from your analysis must be practical, actionable and specific. Required activities: Work with library databases and publicly available sources. Individual and group work, regular consultations with the lecturer. Individual Assignment structure:1) Title2) Executive summary - succinct summary of the situation, challenges and proposed solution (max 150 words)3) Introduction and background to business challenge, including purpose, why it matters and scope4) Data sources - key sources of data (e.g. market reports, company websites, etc.) used to collect relevant information and their limitations5) Discussion of findings - describes the analysis conducted using the BMC framework and details results/findings of the analysis; clearly states any assumptions made; can include graphics to help illustrate6) Solutions and recommendations - explains solutions and provides recommendations that should be derived from the analysis and must be practical, actionable and specific7) Reference list – to be formatted using the American Psychological Association (APA) referencing style8) Appendices (if appropriate) - may include charts, tables, supporting information