

HOMework

- The idea of this homework is to apply theory to a real case, so that your learnings increase and you will better understand theoretical concepts
- At the end of the semester you should have „answered“ the following questions, and provide me with a booklet of ca. 20 charts and a short management summary that summarizes the current situation and growth potentials of the company/brand you've chosen.
- All your statements, suggestions, and findings must be based on facts and/or primary data. You must also deliver these „background“-information (included in booklet as annex)
- Structure of booklet:
 - Cover/First page [including data on you person, such as name and adress, company/brand chosen]
 - Charts [number of charts: suggestions in brackets]
 - Annex: additional information, primary and secondary data
 - References
 - Signed declaration that this work was done by your own

QUESTIONS AND TOPICS (BASED ON THE BRAND/COMPANY YOU'VE CHOSEN):

1 Understanding the business

- 1.1 Relevant Market (2 charts)
- 1.2 Differences between platinum and lead customers (4 charts)
- 1.3 How to identify lead customers (2 charts)
- 1.4 Customer delivered value for platinum and lead customers (4 charts)

2. CE-Drivers

- 2.1 Expectations and main quality dimensions (2 charts)
- 2.2 Positioning (2-4 charts)
- 2.3 Main brand representations (2-4 charts)
- 2.4 Association network (1 chart)
- 2.5 Suggest an extension of the brand and a brand alliance (2-4 charts)
- 2.6 Design a loyalty program for (iron&gold) customers (2-4 charts)

3. Growth Strategy and Execution

- 3.1 Five ideas to increase customer equity (very brief, one-page presentation for each idea) (5 charts)
- 3.2 Which one would you follow? Why? How?: Develop and present a concept (10 charts)