



PBIS Business Challenge – Diversification



Scenario

There is a global lockdown due to a pandemic. For businesses to stay afloat during this unknown period, you have to diversify. You have just started your internship at a company of your choice. Taking a product or service from your existing portfolio you have been asked in teams to identify how you could diversify in order to maintain or increase revenue. You need to save the company!



Teams

To be successful you firstly need to identify what skills are required. You should create a team of students that have a range of different specialisms and are from the same house team as you.



Brief

You will present your case to the Board of Directors and investors by creating a video. The content of the video must include:

- **Product/Service identification** – what you are going to bring to market?
- **Rationale for diversification** – why will this be useful to the population and so be successful?
- **SWOT and PESTLE analysis** – risk; what factors will support or prevent success?
- **Market segment** – who is your target market (age, gender, type)?
- **Marketing campaign** – how are you going to tell your audience and through which platforms?
- **Branding** – create/design the product, packaging, prototype and literature using existing logo's and identifiable images.
- **Advertisement** – create an advert which clearly states what you are selling, when will it be available and how can this be bought or accessed? You can use your families as extras!
- **Finance** – costs; using existing sales data estimate your sales forecast for the next 6 months?
- **USP** – what is this and how are you going to use it to beat competitors from your market sector?
- **Image** – how will you retain the reputation of your company?
- **Social conscience** – how or will this benefit the local/global population and so attract city/government funding/grants?



Restrictions

Due to lockdown you cannot meet and so need to work together remotely.



Support

Business specialists will be available for consultation from 13:30–15:00 on Friday week A. There will be a combination of taught sessions to gain knowledge to complete the tasks within the brief. There will also be resources added to the TEAM channel for you to access independently.



Deadline

You must submit your final proposal to the company secretary by noon on **Friday 5th June 2020**: jane.cordes@pbis.cz. Finalists will be presented to the PBIS community as part of the voting process.