项目英语实践

Session 3 Writing Company Profile for Market Research Project

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Evaluation of Homework
What Is Your Product/Service?

- The Market Research Project starts with product/service design.
- Make a short presentation to give a brief introduction of the brainstormed product/service.



- Your product/service description should include:
  - the product/service name
  - the target customer profile
  - the USP of the product/service
  - other related information



- If necessary, support your profile with a sketch that roughly shows the appearance and working principles of the product.

Business Research Activity 1: Company Profile of Swatch Group

- STEP 1 - Warming up
- *1. What do you know about the prestigious brand "Swatch"?*
  - Nationality
  - Line of business
  - Main product (s)
  - Brand image
  - Market standing
  - Main competitors



Reference Answers to Warming up

Nationality	Swiss
Line of Business	manufacturing, marketing and distributing a wide range of watches (Quartz and Mechanical) and microelectronics worldwide
Main Products	a wide range of watches under the brand names Omega, Rado, Longines, Tissot, CK Watch, Swatch, Flik Flak etc.
Market standing	a leading watch-maker in Europe, America, Far East, Middle East, Oceania and Africa
Brand Image	Swatch means "Second Watch" -- a new concept of watches as casual and disposable like clothing.
Main Competitors	Citizen, Seiko and other Japanese watch-makers

STEP 2 – Note-categorization

- In the following table, there are some disorganized notes about Swatch. Categorize the following notes with a workable structure.

a) Swatch group = 16 watch companies	e) Annual sales –118,000,000 watches
b) new collection with more than 150 watches in 4 ranges twice a year	f) Companies in group include Omega, Tissot, Calvin Klein, Swatch & Flik Flak
c) Group sells 25% of world's watches	g) Chairman & Founder – Nicolas G. Hayek Sr.
d) HQ – Biel, Switzerland	h) 50 production centres – in Europe: France, Switzerland, Italy, Germany, in Asia: Thailand, China, Malaysia

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Categorized Notes about Swatch

General Company Structure	Production Centers and Products	Market Standing and Business Performance
Chairman & Founder – Nicolas G. Hayek Sr.; Swatch group = 16 watch companies; Companies in group include Omega, Tissot, Calvin Klein, Swatch & Flik Flak. HQ – Biel, Switzerland	50 production centres – in Europe: France, Switzerland, Italy, Germany, in Asia: Thailand, China, Malaysia; new collection with more than 150 watches in 4 ranges twice a year	Group sells 25% of world's watches. annual sales –118,000,000 watches

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- Step 3 – Sentence formulation
- Expand the notes into sentences, for example:
- “Companies in group include Omega, Tissot, Calvin Klein, Swatch & Flik Flak.
- “Swatch group = 16 watch companies”
- Swatch Group *consists of* 16 companies, *including* Omega, Tissot, Calvin Klein, Swatch and Flik Flak.

Reference Answers to Sentence Formulation

1. Swatch Group *was founded by* its chairman, Nicolas Hayek Sr. and has its headquarters in Biel, Switzerland.
2. Swatch Group *is composed of* 16 companies, *including* prestigious brands like Omega, Tissot, Calvin Klein, Swatch and Flik Flak.

3. The Swatch group has a total of 50 production centers located in Europe (France, Switzerland, Italy, and Germany) and in Asia (Thailand, China, and Malaysia).
4. The Group *launches* 2 new collections annually, each collection *involving* 150 watches in 4 ranges.
5. The Group sells 118,000,000 watches annually, that is, 25% of the world's watches.

Introduction to Mission Statement - a Key Component in Company Profile



- What is a mission statement?
- A mission statement is a brief statement of the aims, purpose and future activities of an organization.
- The objective of the mission statement is to define for a company's stakeholders – its company's employees, customers and shareholders – what kind of organization it is, what it believes in and in which direction it wants to go.

- **What are key mission statement components?**
- Customer
- Product and Service
- Market
- Technology
- Philosophy: the belief, values, aspirations and ethical priorities
- Self-concept: competence or major competitive advantages
- Concerns
  - concern of survival, growth and profitability
  - concern of public image in terms of its responsibility to community, society and environment
  - concern of employees as valuable assets

Business Research Activity 2: A Comparative Study of Two Mission Statements

- **Mission Statement of Mancino's Pizza and Grinders**



- **Mission Statement of Coca Cola**

"Everything we do is inspired by
our enduring mission:
To Refresh the World…
in body, mind, and spirit.
To Inspire Moments of Optimism…
through our brands and our actions.
To Create Value and Make a Difference…
everywhere we engage."

Reference Answers

1. The mission statement of Mancino's Pizza and Grinders involves key components like customer, market, product, service and competitive advantages of the company.

2. The mission statement of Coca Cola prioritizes components like philosophy, that is, the basic belief and core values of the company.

Business Research Activity 3: Business Meeting on Mission Statement

- **Situation**
- The senior management of an international pharmaceutical company is having a meeting to upgrade the company's mission statement.
- At the meeting, 5 people are discussing the company's new mission statement, who are Marketing Director, R&D Director, Production Director, Human Resources Director and Finance Director.

- **Step 1: Divide the class into groups of 5. In your group, according to your role cards, complete the mission statement as follow.**
- **“*We aim to be the preferred supplier of pharmaceutical products in the United States and selected international markets, achieving the long-term growth. The critical factors that drive our success are:***
- _____

Role Card for Marketing Director

You are concerned with products and markets. The stakeholders need to see your company is successful. Therefore, the mission statement should include wording about the customer focus and your wide product range.

Role Card for R&D Director

The company has invested heavily in research. The results have been very good. The stakeholders should see that the company is investing for tomorrow's products. The mission statement should include wording about product improvement.

Role Card for Production Manager

You are concerned with the organization of production. This includes time and cost factors. The mission statement should mention the short lead times from development to market and the reduced production costs.

Role Card for Human Resources Director

After a period of streamlining and downsizing, your company now is leaner and slimmer. There have been many redundancies. It is now time to show the employees and the local community that you care about your workers. The mission statement should include wording about the importance of the employees.

Role Card for Finance Director

You have kept a tight rein on the company finances. You are proud that the company is financially sound and that there have been no scandals. The mission statement should include wording about the financial security of the company.

- Step 2: Discuss your contribution to the mission statement. Do you best to persuade your colleagues to adopt your version. Agree on the finalized mission statement.

Reference Answers to Mission Statement

"*We aim to be the preferred supplier of pharmaceutical products in the United States and selected international markets, achieving the long-term growth. The critical factors that drive our success are:* _____.

Marketing Director	adhere to customer focus and satisfy customers' needs and expectation by offering a wide product range
R&D Director	keep pace with newest development in pharmaceutical industry through continuous product improvement.
Production Director	reduce production costs by facilitating productivity and shortening lead times from development to market.

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"We aim to be the preferred supplier of pharmaceutical products in the United States and selected international markets, achieving the long-term growth. The critical factors that drive our success are:

_____.

Human Resources Director	create total quality environment by involving every employee in quality improvement efforts.
Finance Director	be renowned for sound financial performance of a market leader

Company Name Etymologies

- **7-Eleven – Convenience stores**
- **7-Eleven is reflecting extended hours: 7:00 a.m. until 11:00 p.m.**
- **3Com - Network technology producer**
- **The three *coms* are representing *computer*, *communication*, and *compatibility.***

Company Logo

- **What is a logo?**
- A Logo is a design symbolizing one organization
- **Where can we find the logo?**
- Letterhead, product/service, advertisement material,…
- **What makes a successful logo?**
- Simpler is better!

Successful logos stand the test of time!



Business Research Activity 4: Company Logo Design

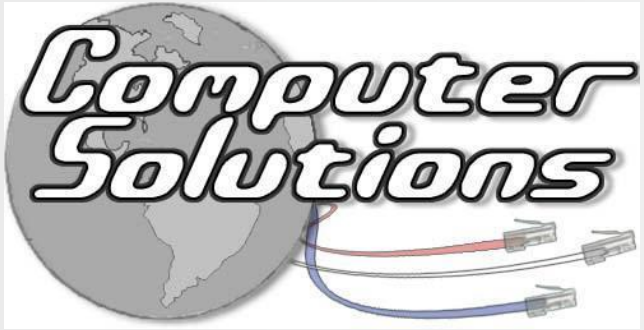


- Situation
- You own an IT consultancy company called “Computer Solutions”. You started the company 10 years ago offering IT support to local companies, advising about hardware and software and also maintaining customer systems. Your company has expanded considerably over the last five years and now operates throughout the continent. However, its image remains rather domestic and even provincial.
- Design a company logo to promote the company image. Support your design with good reasons.

Reference Answers



The logo should be in simple colors and based around the letter C and S.



- ***The global nature of the computer-related business should be emphasized.***



- ***The activity itself (computer support) should be prominent in the logo, which might be represented through cartoon images.***

Homework 1

- Situation
- Pierre and Silvana chocolates is a flourishing business, producing a range of truffles, pralines and liqueur chocolates. Today, P&S chocolates are selling well in UK, but Pierre and Silvana are ambitious: they want the business to be bigger. They would also like to expand into Europe as soon as possible. To do so successfully, they know they must create a stronger brand image - their chocolates don't have a “personality” at the moment and their products are still not widely known by the general public.

1. In your group, collect logos and slogans for a few well-known brands of chocolate and reflect on what brand image they project upon the products.
2. In your group, brainstorm good ideas for an attractive logo and a catchy slogan for Pierre and Silvana. Present the brand image they project upon Pierre and Silvana.

Chocolate Brandnames and Slogans

- Dove
- My Moment, My Dove.
- Hershey's Kisses
- A kiss for the world.
- M&M
- M&Ms melt in your mouth, not in your hands.
- What's your design of company logo and slogan for Pierre and Silvana.









Homework 2

- Brainstorm for some key information about your imaginary company.
- In your group, finish the notes in the worksheet.

Company Name		
Main Information	Company History	e.g. When founded? By whom?
	Line of Business	e.g. Product range or main service? Customer base?
	Company Structure	e.g. Headquarters, subsidiaries, production centers, departments?
	Employees	e.g. Number of employees? Qualifications?
	Business performance	e.g. Output? Turnover?
	Market Standing	e.g. Market share? Competitors?

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Other information	Strengths and weaknesses	e.g. State-of-the-art technology? Sound financial standing?
	Public image	e.g. Brand image? Advertisement? Philanthropy?
	Current activities	e.g. New product/service development?
	Future plan	e.g. Market expansion?
Mission Statement		

Thank you!

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