**Product Category Research Project - 20%**

**Deadline for submission – 9th September 2024, 11:59:59 PM**

Note – The submission must be in PPT format, even if you make your presentations using other platforms like Canva.

For this project, you will be assigned a luxury brand. You must extensively research that brand and make a presentation for a maximum of 15 minutes.

Possible sources of collecting information about the brand (You must go beyond these):

* Brand website
* Brand social media
* Competitors’ website
* Competitors’ social media
* Brand-related online content posted by consumers, experts, etc.

Minimum aspects to look for (You must go beyond these):

* History
* Know How (Savior Faire)
* Key Ingredients
* 4 Ps
* Competitors
* Consumers – Who are they? Types?
* Business model
* Challenges or Problems? Why? Solution?
* Opportunities? How?

Break-up of marks:

* Rigour – 10
* Logical inferences – 5
* Presentation - 5

Basically, I expect you to research the brand extensively, collect as much information as you can, and then develop a story about the brand that you can tell in 15 minutes. This will require you to be rigorous (10 marks), draw logical inferences (5 marks), and be very creative to tell a good story in a 15-minute presentation (5 marks).

I hope to learn quite a lot about the brands from your presentations. All the best!