

## **HSMAI Foundation Global Collegiate Marketing Case Competition**

### **Suggested Outline**

1. **Mission Vision Goal Analysis:** Provide a synthesized overview of company information in review of its mission, vision and strategic goals;
2. **Target Market Analysis:** Identify the target market of interest and provide in-depth analysis to depict the market size, growth potential as well as its demographic and psychographic characteristics;
3. **Competition Analysis:** Based on the results from the target market analysis, compare the chosen organization against the benchmark of competition set to reveal the organization's competitive strengths and weaknesses;
4. **Market Environment Analysis:** Analyze the marketing environment and industry trends to understand both the micro and the macro environments in which the organization is operating in order to identify business opportunities and threats;
5. **Synthesized Report:** Synthesize findings from the above four analysis, propose strategic recommendations for the organization with concise yet concrete reasoning.