

# Case study

## „Scholarship program 2022“

Department: Marketing

### Topic: K-card

- Analyze the benefits provided with the K-Card in comparison to the competitors' offers
- Identify advantages and shortcomings of K-Card
- Work up at least three possible additional benefits to be implemented in K-Card
- Provide a solid argumentation for the benefits you propose

### Presentation materials:




Collect your findings in a Powerpoint presentation, following this structure:

1 Chart: Introduction & Structure – What is your approach, what are you checking, which sources of information are you using?

3–5 Charts: Actual evaluation – Document your study by sharing used information, pictures, sources etc.

1 Chart: Management Summary – Sum up your findings on one page, sorted by relevance

1 Chart: Argumentation – Provide at least one strong argument per finding, to support your idea

 <p><b>Target</b> Provide a comparison on the benefits of K-Card towards competitors products, and give proposals for future benefits to include in K-Card</p>
 <p><b>Methodology</b> On-site &amp; Online research, personal experience, and any other source of information available</p>
 <p><b>Results &amp; Presentation</b> Prepare a short Powerpoint presentation, using the structure provided, to present your findings</p>



Evaluation criteria:

- Passion for Retail & Efforts taken
- Structure & Logic
- Independent Working
- Creativity & Presentation Skills
- Argumentation Skills

Jury: Simon Haubrich, Mila Valkova

Good luck! 😊