

International Business Strategy Presentations

Please look (according to your group number at one of the 4 following publicly listed companies:

- 1) Sanofi
- 2) Disney
- 3) Facebook
- 4) AirFranceKLM



Please elaborate on the Business Model(s) of the respective company, including

- Markets and market share
- Value Proposition
- Value Chain
- Competition

Develop a Financial (and other industry KPIs) Comparison with two competitors

SWOT -Analysis

- Discuss the SWOT of the respective company.

Recommendation

- Come up with a number of recommendations to enhance the situation of the respective company.

Please build a PPT that should be presented within 15 to 20 minutes. If you want, you can build a video.

Deadline: 09.09.2021, 8 am

Send the ppt (pdf) to avo.schoenbohm@hwr-berlin.de!