**FINAL PROJECT REPORT**

**for**

***<Company name>***

# Footer

For the practical business assignment
within the subject of:
International Business

Team *<number>*:

*<team member names>*

Academic supervisor:
*<name>*

This document provides you with a short template of what your final project report of this project could look like. In the sections below, the minimum requirements of this report are written down, please look at the red text and provide the necessary information there.

There is no set limit for the size of a project report, but we urge you to try to limit the number of pages to 30. Don’t hesitate to add one or more annexes to include information that is very specific / bulky.

This final report template is just that what it is…an example. You can add different sections or subsections to elaborate on other issues that you as a team think are important. In the end, the goal of your project is to provide a clear answer to the questions of your client.

# Management summary

*All reports should have a management summary in which the main conclusions and most important information and recommendations are written down. This management summary should NOT exceed 1 A4.*

# Table of contents

*The table of contents should include all chapters and sections of your report, so that the client can easily find detailed information from your research.*

# Introduction and theoretical background

*The Introduction consists of an overview of the project and a short description of what is included in the report. Don’t go into too much detail here, as this part gives just the overall information about the reason that this project is there and what the client’s problem is.*

*State the scope of the project in this part of the document. In this section appear the research questions that you have been given, as well as the operationalisation of different concepts and terms that you made as a team. Provide here also references and a summary of relevant theories that can help in better understanding the problem.*

*Ideally most of the content of the introduction can be taken from the plan of approach.*

# Internal Analysis

*The internal analysis is an overview of the company on several relevant issues related to its main competitors in the market and relevant for its customers. Typical questions belonging to an internal analysis are:*

*What does the company do best / what are its core qualities?*

*Which resources does the company have (in terms of intellectual property, but also people)?
What value proposition does the company offer and for which customer segments?*

*What strategy does the company have in order to reach their set goals?

Typical theoretical models for an internal analysis may include Porter’s value chain, Kraljic matrix, analysis of the company’s current 4P’s, and supply chain analysis.*

# External Analysis

*The external analysis is the analysis of the market in which the company operates, and consists of relevant information about market development in the future. In this chapter you describe trends and developments on the market in general, in the economic sector of the company as well as the competitors and their strategies/market positioning.*

*Typical theoretical models for an external analysis are Porter’s 5 forces model for the economic sectors, DESTEP/PESTEL/DEPEST or similar variants for relevant general market trends and developments, and several positioning tools.*

# Research methods and data analysis

*In this section (can be also part of the external analysis), you describe the research design and methods that you have used for completing your project. Make sure to describe very clearly why you chose for this design (qualitative / quantitative etc.), which methods you used (interviews, focus groups, survey etc.) and which things you decided to measure. Also make sure to write here the limitations of your research.*

*Please write down the most important findings from your research. Please use some tables and graphs to present your data in readable form and describe and analyse the most interesting findings.*

# SWOT and Conclusions

*This chapter should consist of a SWOT analysis, based on the findings of your internal and external analysis. The SWOT analysis should ideally lead to your main conclusions (i.e. answers to the research questions that were given to you in the assignment). Please make sure your conclusions are valid. Please provide evidence here that they are.*

# Recommendations

*This chapter should have your recommendations as a team for the entrepreneur. Please provide for example a list of potential partners / clients and/or the different steps to take in order to increase the activity on the target market. Here you can also recommend if necessary, to adjust the product / business model.*

Annexes

*Put here any information that is useful for the entrepreneur, but too extensive to be put in the main report. Here you could add a list of potential customers, your team member profiles, survey questions or anything else which supports your conclusions.*