



Final Task

1. You have to make **BUSINESS ANALYSIS** from one of the following company
Mister Fat's Kitchen or Lintas Shuttle

2. The contents of Business Analysis
 - a. **Company Profile**
 - Logo
 - History
 - Vision and Mission Statement
 - Tagline
 - ContactsOr the other descriptions considered necessary
 - b. **Company Product**
 - Product Details
 - Product InnovationsGive one innovation of the product (goods/services) that do not yet exist
 - c. **Researchs**
 - Competitor Analysis
Explain the main competitors of the company
 - Product/Service Comparison
Compare the product (goods/services) of the company with the products (goods/services) of the competitor
 - SWOT Analysis
Make SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) of the company's product (goods/services)
 - d. **Targets Analysis**
 - Primary Target
The main target that should be targeted by the company
 - Target Segmentation
(Socio Economic Status, Age, Demography, Psychographic, etc)



Business Communication

Communication Science Study Program
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e. Strategies

Describe in detail how the company's strategy to market the products (goods/services) either offline or online

- Promotion Activities and Programs
- Advertisement
- Official Website
- Official Social Media Account

Or the other marketing strategies that must be run by the company

3. You have to finish this task before Tuesday, January 30, 2018!

4. Assesment Points

a. Business Analysis (Group Assesment)

- Contents
- Systematics
- Visual Design
- Presentation Media

b. Presentation (Individual Assesment)

- Verbal Communication Skill
- Nonverbal Communication Skill
- Negotiation Skill

Thank you for your attention. Happy working and see you...