

Fifth presentation: – background.

Your presentation will be based on one of the companies that you have chosen. The company in this presentation is *considering* launching a new product. Your team have come up with an exciting idea for a *new product*. Now you want to share your ideas for this new product with the management. You have the scope to be imaginative in this presentation and can use props to help you communicate your ideas.

First ideas

Presentation aim

To introduce and persuade managers that your new product is a good choice for your company to commercialize (to turn into product that is profitable).

Who is the target audience?

The audiences are managers from your division of the company.

What equipment will be available?

A laptop computer, an LCD projector; marker board pens; microphone; laser pointer.

How long should it last?

Up to ten minutes.

Preparation

- Try to make sure your proposed product has some connection with the firm's current offering.

- Take some time to communicate the product idea and benefits.
- Give some ideas about why the company should want to commercialize this product: why is it good business to follow-up on your ideas?
- This is the final opportunity to put together all that we have been talking about in class.

Assessment

Will focus on:

- All elements that we have covered in the course (layout, structure, use of language, use of body language, concluding)

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