Assignment 3
Due on 2019-06-21, 22:59 BT

1. Choose homedrop property and name one area for optimization.
   - Improve sales, product promotion

2. Identify all competing products.
   - Product, competitor, market

3. Identify the business environment and competition in the future.
   - Market size, competition, growth

4. Identify the customer.
   - Demographics, purchasing power

5. Analyze the project.
   - Cost, benefits, risk

6. Conduct a SWOT analysis.
   - Strengths, weaknesses, opportunities, threats

7. Develop a project plan.
   - Timeline, milestones, actions

Please submit your assignment by the due date.

Week 4
1. Present on your project plan.
2. Evaluate the project plan.
3. Feedback on the project plan.

Week 5
1. Discuss the project plan.
2. Feedback on the project plan.
3. Final presentation on the project plan.

Week 6
1. Present on the project plan.
2. Evaluate the project plan.
3. Feedback on the project plan.

Week 7
1. Discuss the project plan.
2. Feedback on the project plan.
3. Final presentation on the project plan.

Maximum marks:
- 30

Feedback on the project plan.

Maximum marks: 40