

FORMULA
STUDENT **EAST**

DEEP DIVE TOPIC

WHO IS READY?

VERSION 1.0

RELEASE DATE: 4TH OF JULY 2019

FURTHER DETAILS AT FSEAST.EU

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DEEP DIVE TOPIC 2019

If you are running a business, there is a good chance that you have some competitors. In order to position yourself well and to create well established business plans it is vital to know the other players on the market, and you need to think about their future plans as well.

You received the information that in the next year, a very similar company plans to enter the market: Formula Best Ltd. They are a subsidiary of a big automotive company therefore they are quite resourceful.

- What would you do to protect your position on the market?
- How would the return of investment change?
- Also, to show your current position, do an analysis by choosing at least 3 competitors and comparing their business to yours by minimum 5 factors.
- What are their advantages?
- What are yours?

YOUR TASK IS TO INCLUDE THE ABOVE TOPICS
IN YOUR PRESENTATION IN MINIMUM 1.5 MINUTES.

KEEP IN MIND:

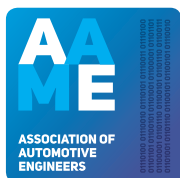
- think broadly, there is no best answer
- present your ideas in minimum 1.5 minutes,
- be prepared for possible questions from the judges on the deep dive part too.

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CHANGELOG

Version	Date	Modification	Page
1.0.0	4th of July 2019	Initial release	-



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