

ENTREPRENEURSHIP

CASE

Presented by



Red Bull

Written by

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Your Business Strategy

With the help of the amount of funding that has been granted to your firm by the jury you are now able to work on the strategic planning for the next five (5) years.

As part of this second challenge, you will need to prepare a presentation for the Executive Committee that includes:

- Your strategy as well as the main marketing activities that will support your business model.
 - o What will be the customer segments you would like to develop?
 - o What strengths will you put forward to make your case to these potential customers?
- You will need to submit a commercialization plan for the next five (5) years.
- You will need to present a detailed and rigorous financial plan. This should include your revenue projections as well as all of your firm's expenses for the next five (5) years.

