GUIDELINES:

The Interim report must describe the data and be aligned to the business problem the Capstone Project addresses. It should also include the rationale of the project (why is the problem important and what value will it add to the company). The submission should be of 8 to 10 (excluding front page and appendix) pages containing a simple and straightforward depiction of the objective of the project, comprehensive analysis of the industry, detailed research methodology, expected outcomes of the project, consumer behaviour patterns, comprehensive audit.

Below are the guidelines for the Interim Report:

* **Introduction of the company covering the following points:**

1. **Industry Profile -***Industry profiles are in-depth documents that give insight into an industry, where it came from, and where it appears to be going. A typical report looks at the industry leaders, forces affecting the industry and financial data for the industry. (SWOT, Porter’s 5 forces, PESTLE, etc.,)*
2. **Company Profile -***A company profile is a professional introduction of the business which aims to inform about its products and services. Or it is defined as the firm’s historical description, its structure, resources, the rate of performance as well as its reputation.*
3. **Peer Analysis -***To choose 2 peer companies based on the line of business and do a comparison between them to understand the market mechanism. You can use STP model, 7Ps, Ansoff matrix. The main objective to do a peer analysis is to understand the business model the peer is operating in.*

* **Literature Review:**

***Points to be Considered*-**

1. *A brief review of similar or related studies conducted.*
2. *Review ideally will focus on – the objective of the study undertaken, methodology, including data details used in study and findings of the study.*
3. *Industry outlook reports, analysts’ findings, peer- reviewed academic journals can be used as a*
4. *The author`s name should also be cited with the year of study in literature*
5. *If the literature review is taken from a book, the edition, page number, name of the book and the author should also be*
6. *At least 10 references. The more the better to give a broader understanding of the topic and results obtained.*

* **Research Methodology:** *This section is very crucial and will guide the remaining project from here. This section should include the following:*

1. **Research Problem (Around 500 Words) -**Research Problem is usually an outcome of the review of literature, largely highlighting the gaps or areas of further research. Review of literature will help you in answering the following questions.
2. ***Why Is This Problem Significant / Need for The Study? -***Elaborate on the research problem by showcasing the existing challenges or scenarios faced by the industry or your target area of study. Then list the objective of the study and the tentative outcomes after undertaking the study.
3. **Research Design**

*- Research design- Tools/ Techniques to be Employed/ Primary & Secondary data*

*- Rationale on using that design*

*- Source of the data (check on the validity & authenticity of data before employing it)*

*- Analysis of the data (Descriptive/data visualization of the primary and secondary data)\*

* *Expected Outcome of the Study-*

*- An explanation of how the proposal will address the needs shown in the Statement of the Problem;*

*- An explanation of the benefits that will be realized if the proposal is accepted;*

*- Clear information about WHO will benefit and HOW they will benefit from the proposal is not accepted.*

*- Most Expected Outcomes Sections are written in either the future tense (will) or with the conditional (would)*

*- Some Expected Outcomes Sections also indicate what might happen if the proposal is NOT*

* **References & Bibliography:**

- Books

*- Industry Reports*

*- Academic Journals*

*- Articles*

**What is expected in a good report?**

1. The question should be attempted in sequential order of the rubric. Do not skip a rubric and then attempt it later in the report. If you are performing some additional step, which is not mentioned in the rubric, please do mention that properly.
2. For any question,  there will be a logical step-by-step approach that you will follow to solve any question. In this report, you are expected to explain the steps as well as the logic behind those steps
3. You should support your answers with visuals like Tables, graphs (bar graph, histogram, boxplot, etc.).
4. Interpretation of your results in plain English is very crucial. You need to explain the results that you have achieved in your project so that someone in a  leadership position without a marketing background can understand your work.