INTERIM REPORT

**Industry or Function:** D2C Brand

**Title:** Increasing Brand Awareness for D2C Brand

**Problem Description:** Devise the marketing strategy for a D2C brand in a niche product category (e.g., chemical-free baby products such as MamaEarth) to achieve the **business objective of increasing brand awareness.**

**Description**

Dear Participants,  
  
Please submit your Interim report here.

Please note the following:

* You have to submit a **PDF** file :

**Interim Report:**In this, you should cover all the topics given in the rubric in a sequential manner. It should include a detailed explanation of the approach used, insights, inferences, graphs, tables, etc., **and their business implications**. **You will be evaluated based on the interim report**.

* Please note that the evaluation will be based on the interim Report.  If you fail to submit the interim report **ZERO** Marks will be awarded.
* Any notes found copied/plagiarized from other sources will not be graded and marked as zero.
* Please ensure timely submission as the post-deadline assignment will not be accepted.
* The page limit for the interim report is 10 pages. In case if you submit more than 10 pages, you will be graded only based on the initial 10 pages
* The time for submitting a revaluation request for your report will be of 2 days after your marks are released
* You are not entitled to raise a revaluation request if you score more than **80%**.

**Standard Instructions for Business Report:**

* All pages must be numbered.
* Tables/figures/charts/graphics (if any) must have numbers and titles.
* Use the font **'Times New Roman'** size 14 for **heading** and size 12 for the **body** of your report.
* Groups must make sure visualizations are clearly read at usual magnification and add value to the Report
  + All visualizations must be clearly labelled.
  + All axis labels and legends must be legible.

| **Criteria** | **Points** |
| --- | --- |
| Introduction of the business problem and definition a) Defining problem statement b) Need of the study/project c) Understanding business/social opportunity | 4 |
| Comprehensive analysis of the state of the product category and the business environment using appropriate frameworks. (e.g., Porter's 5 forces, PESTLE). This analysis should rely on extensive secondary research and be supported by data sources where applicable | 6 |
| Literature Review | 4 |
| Research Methodology a) Research Problem b) Significance of the study c) Research design | 9 |
| Expected Outcomes | 4 |
| Reference and Bibliography | 4 |
| Adherence to Interim report guidelines a) Format of the report b) Grammatical errors | 4 |
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##### Scoring guide (Rubric) - Interim Report