Interim Report

Name of the Learners –

Group no –

Mentor –

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# Introduction:

## **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.,)*

## **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.*

## **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*-**

* *A brief review of similar or related studies conducted.*
* *Review ideally will focus on – the objective of the study undertaken, methodology, including data details used in study and findings of the study.*
* *Industry outlook reports, analysts’ findings, peer- reviewed academic journals can be used as a source.*
* *The author`s name should also be cited with the year of study in literature review.*
* *If the literature review is taken from a book, the edition, page number, name of the book and the author should also be mentioned.*
* *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:*

## **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.)***

* + - *What will be the problem statement? What business decision can be solved by undertaking this project?*
    - *Main objective of the project*
    - *Scope of the project (determining and documenting a list of research objectives to be achieved, deliverables and tasks to be achieved)*

## **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.)***

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

*accepted.*

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

*conditional (would)*

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# References & Bibliography:

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* + - * + *Books*
        + *Industry Reports*
        + *Academic Journals*
        + *Articles*