



**PROJECT WORK**  
**OPERATIONAL MARKETING**

Group No: \_\_\_\_\_

Class \_\_\_\_\_

Nº	Name

**Company / The object of the study / Business area – product - service:**

**Sector of Activity:**

**Generic characteristics:**

(No workers/ Products/ Services/ Years in activity/Market(s))



**Access to primary data (interviews, etc.) and secondary data for the company regarding the business area/ product/ service selected.**

**What type of challenge is the company facing? What is the underlying reasoning for selecting this company as your object of study?**