



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))



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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?