



# BUSINESS SKILLS ASSIGNMENT

## Background:

You are employed by a large Multinational Corporation based in China but with worldwide representation. Your employers are involved in manufacturing as well as financial services including banking.

You form part of a very select group of young blue sky thinkers making its way up the organisational ladder. Your group represents the following areas Marketing, Finance, Operations, Legal and IT.

Your team has been invited to a meeting with the Group's Chief Operating Officer (Joaquin). During the course of the meeting you are told that the Corporation wished to expand into new areas of business and you are asked to put a plan together delineating the following information for submission to the Board for its approval.

**Both Group 1 and Group 2 should put forward their own proposal. But, to ensure you are not coming up with the same answer. You should consult and make sure you are working to "Group's Standards" (you should know these as you are already working for the same hypothetical organisation) particularly as they relate to processes, procedures and best practices.**

## Assignment

**Company name:** You need to come up with a name that reflects the company you wish to set up. This needs to be respectful of the larger Group, taking into consideration possible reputational issues. Please explain why the name has been chosen.

**Product/s:** What is it that your new company will provide to the market? Please explain who are your main competitors? Why you have chosen this product (manufacturing or financial) to be the main stead of the new enterprise?

**Geographical representation:** Where will you want to have the company based?

- There may be some financial and even tax advantages that may flow from the company being situated in one particular area or another.
- There may be some local government incentives available for new companies coming into or being set up in one particular area.
- Wherever your company is based you need to ensure that human resources are available and with the right skills.

**Financial:** The Group is willing to provide some funds to help the new enterprise where there is tax advantage to them (no more that 10%) but the new enterprise must raise its own finance. Explain how this will be achieved.

**Development:** Depending on what your proposal is, you need to explain how you will succeed in a difficult market and what you project the next 5 years of trading will be.

***FINALLY REMEMBER THIS IS A FUN EXERCISE TO HELP YOU EXPRESS YOURSELVES IN BUSINESS ENGLISH. TREAT IT SERIOUSLY BUT HAVE FUN WITH IT.***

***WE WOULD EXPECT TO PRESENTATION TO BE SHARED BY EACH MEMBER OF THE TEAM REGARDLESS OF THEIR LEVEL OF ENGLISH.***

Masaryk University, Language Centre

Žerotínovo nám. 617/9, 601 77 Brno, Czech Republic, Location: Komenského nám. 220/2, 602 00 Brno  
T: +420 549 49 6447, E: [cjv@rect.muni.cz](mailto:cjv@rect.muni.cz), [www.cjv.muni.cz](http://www.cjv.muni.cz)  
Bank account: KB Brno, Ref. No.: 85636621/0100, ID: 00216224, Tax ID: CZ00216224

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