

# 515 Presentation Instructions

## Seminar in Global Ecommerce Policy

Dr. Kendall

[www.thekendalls.org](http://www.thekendalls.org)

**Goal: To prepare and present a Microsoft PowerPoint presentation that presents an ecommerce company, the country where they are headquartered, the case method of analysis used, and the challenges and decisions faced by the principals in the case. You should also pose discussion questions, and present your own observations, recommendations, and solutions. Update the case via research of the company, country, and/or competitors and industry, as they exist today.**

### Instructions for the PowerPoint Presentation

Prepare and give a 30-35 minute 18-24 slide presentation in Microsoft PowerPoint. You will be given 10 minutes to answer questions following your presentation. Your presentation should include slides that cover the following points (but you may add a few more):

- **Title Slide that Introduces You and the Case.**
- **Brief Overview of Country where Company is headquartered.**
- **Summary of Case.**
- **Identification of the Organization's Business Model.**
- **Explanation and justification of Case Analysis Method Used (Traditional, SWOT, STEP, Drama, 7Cs).**
- **Discussion Questions Posed.**
- **Recommendations, Observations, and Solutions.**
- **Epilogue: Case Update (on the company, competitors, industry and country based on research.)**
- **Conclusion.**

Please email the PowerPoint slides to me one day before you make your presentation. The PowerPoint Presentation will be graded on the above parts plus other factors including eye contact, delivery style, the quality of your PowerPoint slides and the overall impression you create.