**Live Project Brief Spring 2014**

**TSM09907 Live Project (Hong Kong)**

**Project Brief: Opportunity and competences analysis for Organisation Y**

**Participating Organisation :** Organisation Y

**Organisation Contact:** Person P

**Position:** job title (marketing job)

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**Student Team:** Student 1 (students TBA)

 Student 2

 Student 3

 Student 4

**Aim:**

Identify actions, study opportunities and make recommendations on a marketing strategy, which would help the company to align its resources and expertise with market opportunity and increase its chances to obtain a significant amount of work from identified long term opportunities.

**Background**

Organisation Y has identified many medium and long term opportunities that would represent a significant amount of work for the future and guarantee the company ~~a~~ substantial growth for the years to come. These opportunities are scheduled to be released on the market step by step over the coming decade.

They comprise:

* Various infrastructure, transportation and technical Projects

The Organisation Y Group is a diverse management, q and development consultancy delivering solutions for public and private clients world-wide. It has a successful history of operation in Hong Kong, which included z. It is interested in exploring new opportunities in Hong Kong over the coming decade

**Objectives:**

1. Focusing on one or more, but not all, of these opportunities, review and research:
	1. Key characteristics of the opportunities
	2. How these projects are coming to the market and when?
	3. Are there specific packages of services which may be of interest to Organisation Y?
	4. *Note: final Report did not undertake this section, too difficult for non-participants to predict*
2. Review and identify key influencers and stakeholders who Organisation Y should consider and to whom they could talk:
	1. People they might need to meet or talk to, to get more details about the opportunities
	2. Other participants in these projects (contractors / q / government / other consultants)
	3. Government Departments that Organisation Y needs to lobby
3. Identify the resources and expertise which Organisation Y could match to these opportunities:
	1. key strengths which the company possesses which would help it to win work on these opportunities, including strengths which would enable it to get involved on a large scale
	2. weaknesses which might hinder its success and which it could address or minimise, with recommendations on how to do so
	3. *This was the section most focused on in the Report – Team carried out an evaluation of Org Y’s clients to identify Org Y’s strengths and weaknesses*
4. Make recommendations for actions which Organisation Y could undertake in the short term to take account of the above and help it take advantage of opportunity.

Notes.

1. The Team should undertake secondary research to help meet the above objectives. It should also identify primary research which it could undertake, bearing in mind the recommendation for qualitative research in B2B Live Projects.