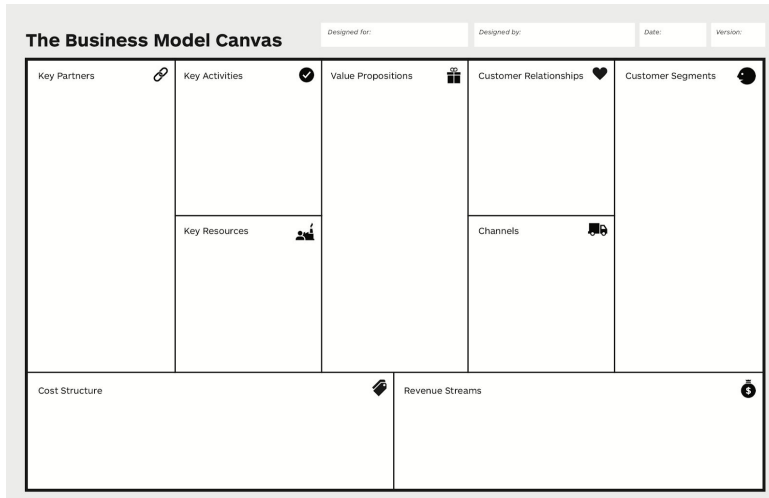


## Individual assignment

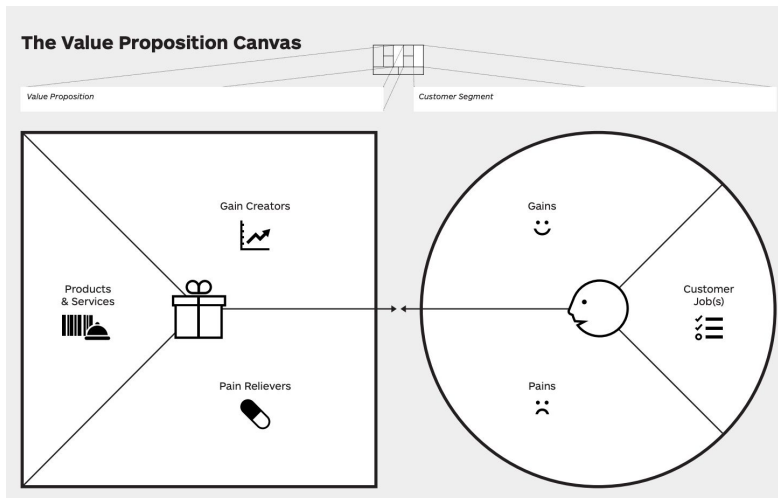
### TASK 1 (ORAL COMPREHENSION)

- Download PDF here : <https://flowvella.com/s/4r81/6AED65AD-1A73-4362-8473-A9DA4F785BB6>
- Take notes during oral presentation (James)
  - Annotate for SS
  - Write full sentences (in DOC if not enough space on PDF)



### TASK 2 (ORAL COMPREHENSION)

- Download PDF here : <https://flowvella.com/s/4r81/BB6FDB53-229E-4C47-B14B-55D6C4DF16A0>
- Take notes during oral presentation (James)
  - Annotate for SS
  - Write full sentences (in DOC if not enough space on PDF)



Please send TASKS 1 + 2 to [contact@jamesmartin.fr](mailto:contact@jamesmartin.fr) by the end of the lesson 20/07/20

Work received +10 mins late will be penalised

## TASK 3 (WRITTEN EXPRESSION)

### Working for the agency you created....

- You receive a “request for proposal” from the CEO of Sanctuary Surf, James Martin.
  - Following COVID-19 he is looking to develop operations for a come-back relaunch in 2021.
  - You are therefore required to write a written proposal explaining how your agency could help.
  - *In order to prepare your written text, use the following questions to help you:*
    - **What do you suggest in terms of development plans?**
      - Think in terms of the “PRODUCT” in the marketing mix
      - Ansoff Matrix
        - **What would that change in the:**
          - BMC
            - Give examples in at least 3 of the 9 blocks
            - <https://flowvella.com/s/4r81/6AED65AD-1A73-4362-8473-A9DA4F785BB6>
          - Value proposition canvas
            - Give examples in at least 4 of the 6 blocks
            - <https://flowvella.com/s/4r81/BB6FDB53-229E-4C47-B14-B-55D6C4DF16A0>
  - **What unique project could your agency provide to help us relaunch?**
    - Give details/examples (be convincing)
      - *Why is it unique?*
      - *What would be the result?*
      - *Why would it be effective?*
      - *How long will it take?*
      - *Is there any way we can ensure we progress faster?*
      - *What could be the obstacles we face?*
      - *How can we overcome them?*
      - *What would be the expected budget for such a project?*
  - **What would be the balance between online and offline activities?**
    - *What are the advantages and disadvantages of each activity you propose?*
  - **Who do you consider to be the three main competitors?**
    - *What are they doing that is better than us?*
    - *What can we do to beat the competition?*
- NB. There is no word limit. Please use the remaining time to develop your expression as much as possible.

You will be evaluated on:

- *Accuracy/Complexity/Content/Development*

### **SUBMISSION**

**Please send TASK 3 to [contact@jamesmartin.fr](mailto:contact@jamesmartin.fr) by the end of the lesson 21/07/20**

Work received +10 mins late will be penalised