

Assignment: Marketing Management, MBA-PS, 2026

1. **Title:** Assessment of two service providers in one of the following sectors: Health Care and Hospital Management, Transportation and Logistics Management, Energy Management, or Environment Management.
2. The assessment may be based on data collected by students, published data, or other reliable information sources.
3. Suggested presentation content:
 - a) Describe the prevailing market situation. Briefly mention the major players in the chosen sector and the services they offer.
 - b) Select two service providers from the major players identified above.
 - c) Conduct a SWOT analysis for each of the two selected service providers.
 - d) Use relevant photographs wherever appropriate. Photographs captured by students in the group are preferred.
 - e) Recommend actions to address the identified weaknesses and threats and suggest ways to improve customer satisfaction.
4. The PowerPoint presentation must be prepared in groups, with a maximum of four students in each group.
5. Number of slides: maximum 8 slides that can be shown in 6 minutes.
6. Recommended font: Times New Roman; 36–44 pt for headings and 24–28 pt for body text.
7. Presentation date: 7 September 2026, during class.