Work 6112 feedback on group presentations

Introduction
The main aim of the presentation was to see if you communicate a new business idea clearly and demonstrate that you had thought through some of the issues associated with establishing a new business. I think that the overall standard of the presentations was very high and I was impressed at how much work people had done.

The comments below outline briefly comment on some of the strengths and weaknesses of the presentation and also highlight a few issues that you might like to clarify or consider more fully when presenting the final report. I am happy to meet with you and your group sometime over the next week or so if you would like to go through any of these comments.

I have also attached a copy of the peer feedback form. If you would like to fill this in you can either attach it in a sealed envelope to your assignment or send it to me via digital drop box. Please remember these are confidential and will only be read by me.

| Group 19999 | Group name: YYYY | 17/20 | HD |

I thought that your group did a really good job and I have given you the top mark for the presentations. I have delayed sending this assessment back to you until after the other groups presented so that I can gauge you against everyone else. Having sat through the other presentation it reinforced in my mind what a good job you had done and I gave you an extra mark, so I hope the wait was worth it.

I liked the way that you structured your presentation and thought overall you did a very good job of
a. creating a clear picture of how WokBar would operate
b. demonstrating that you had thought through some of the issues associated with starting up the business
I particularly liked that way you worked through the exit strategies

A few issues to keep in mind
a. while the industry analysis was very good, I was left with the impression that the environment was unfavourable. I think you need to more clearly demonstrate that your business model allows you to avoid some of the problems of this highly fragmented industry
b. in your discussion of KSF I was surprised that you didn’t mention quality- one of the main selling points you have is that you can ensure consistent quality across outlets
c. I suppose the main problem with your presentation is that you are trying to present two different propositions- the end user and the franchisee- and at times it was a little unclear which you were addressing. One way of sorting this out would be to focus on the value to customers of the product then talking about how franchisees can capture some of this value
d. from a VC perspective, they would probably like to see a reduction in R&D expenditure and increase in returns over time. It is one thing to say that you will continue to fund R&D but another to argue that it will be funded at the same level throughout the business
e. as I mentioned on the night, I would like to know more about your plans for the backend (supply and distribution of raw materials and inputs).

However most of these are minor points. Well done
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Overall I thought this was an interesting proposal and looks like a viable business. Here are some brief comments that I hope will help you in writing up your proposal

The good bits
- Effective use of pictures of cuddly pets
- I really liked the way you started by introducing the group members- it created a clear impression that you had assembled a high quality team to support the venture
- You presented an interesting range of products and services (although it could have been a bit clearer)
- The stats about pet ownership amongst travellers were really interesting
- I liked the idea of using links with Qantas and taking advantage of web based booking etc (however see below for some potential problems)
- I thought that the sensitivity analysis was very effective
- Evidence that you had thought through some of the practicalities of running the business

Bits that could have been improved/ need further work
- I think that your slides could have been much clearer- they didn’t always relate to what you were saying and were hard to read
- I think you needed to give a much clearer picture of the range of services that you are proposing to offer- this is important because you appear to be offering a range of services at different price points and have the potential to sell more services and products to existing competitors
- Do you really think it is a good idea to have live web-streaming of the kennels?
- I would have liked to see more about that actual operations- where will the pet hotel be located, who will work there etc (I expect you will do this in the full proposal)
- Have you checked out whether there are restrictions about having pets in airport buildings?
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Here are some brief comments on your presentation. While I think you could have done a better job painting a picture of how GG would work and would have liked some more attention on some issues, I think overall you did a solid job and that your support materials were very impressive. I also appreciated your group sticking around for the bulk of the presentations and gave you an extra mark for this.

Things I liked
- The support materials were very impressive and professional and you had clearly done a lot of work preparing for the presentation
- I also thought that the market research that you had done was very impressive and useful
- I thought the financial analysis was very good
- The revenue model was good and should really have gone right upfront in your presentation

Areas to be improved
- Overall your presentation was too long and tried to cover too much detail- not all of which was that helpful. This was particularly the case towards the end of the presentation. You didn’t need to run through all of the pieces of legislation that might apply to the restaurant.
- I think you could done more to explain what gourmet garden would look like and how it would operate.
- Some key issues that I think needed to be addressed- how will you recruit tenants; will you also make income from the sale of alchoh/ drinks, how many people will GG have to employ (eg cleaners/ Table clearers etc)
- I thought that the marketing strategy was a little too general and really needed to focus on how you build GG as a destination and how do you coordinate the marketing efforts on behalf of your tenants. Afterall for you to be successful they will have to be successful
- Despite these problems I thought that you showed evidence of having really worked with this idea and coming a long way in a short amount of time, so you should be proud of yourselves