

**TASK 1: EVALUATE VIRTUAL COMPETITION AND MARKET**

**Objectives:**

Student will be able to:

- Understand and comprehend the competition evaluation and conduct a simple market research
- Make the presentation for the result of the evaluation

**Introduction**

Market research is done to reveal any information affecting the company’s progress. From the result of market research, a company may properly set the marketing plan. From all of that information required from the market research, two of them are the Market Size and Number of Competitors.

**Preparation of Tools and Materials**

- Laptop/ Computer for each department
- Internet Connection

**Activities**

No	Activities	Duration
1	Facilitator shall direct each department to access the VCI portal ( <a href="http://id.penworldwide.org">id.penworldwide.org</a> ) and conduct the market research on these following matters: <ul style="list-style-type: none"> <li>a. Market Size in the virtual market. Market in the VCI network, may be defined as the number of employees from all companies within the networks which become the company’s market target if your company product/ service is targeted for the final consumers (B2C). Or it may be defined as the number of companies if your company’s product/ service is targeted for the other companies (B2B).</li> <li>b. Number of competitors. Othe companies may have the same product/ service characteristics. Create the Table of business competitor with the title of each column, such as: Name of the Company; product; price range, strength, weakness. Find for at least 3 competitors within the network and 3 competitors within the real market.</li> </ul>	45’
2	Each Department will make short presentation upon the group discussion result. Appoint 1 member from marketing department to collect and take a note for the crucial point from the market research results.	30’
3	CEO and VP from the Marketing Department will conclude the result of company’s market research and present the result.	15’

**Output**

- Results of market research (marketing mix and competitors)