



# Principles of Management (1216)

## Group Report #1 | Company Overview

Spring 2025

Before starting this Report, your group should choose a company to study. This company should have at least 100 million Euros in yearly revenues and have plenty of information online.

Then, please answer the questions below in a maximum of 10 pages, if there is a cover page it will not count for the total number of pages. You are required to present all the references used to answer each question.

The formatting rules are:

- Font: Times New Roman
- Size of the font: 12
- Spacing: Double-spaced

Please remember that 5/20 values for this report will be awarded based on your successful Q&A of the report on the practical class of April 11<sup>th</sup> and all group members must be presented.

Your submissions are due on **April 4<sup>th</sup>** and must be done through the Moodle submission module available under Week 5. Only one member per group should submit the work. The names and student numbers of the members of the group should be in the first page of the document.

1. Company Introduction: Introduce your company, referring to the products or services it sells and the type of customer it serves. Which problem(s) is it addressing? (2 points)
2. INE Framework: Using the INE Framework taught in class, characterize the problem your company is addressing. If there is more than one, please choose the one you find more relevant to your company's reality. (2 points)
3. Problem Tree: Refer to the problem you chose above and create its problem tree;

listing causes and effects. You are free to go as deep as you like. *(2 points)*

4. Boundaries: Comment on your company's horizontal, vertical, and corporate boundaries. How broad or tight are they? You may give examples on how the company is developing their boundaries, is it through acquisitions, creation of new companies or in another way? *(3 point)*.
5. Business Model Canvas: Using the Business Model Canvas framework, describe your company's key partners, activities, resources, value propositions, customer relationships, channels, customer segments, cost structure and revenue streams. *(3 points)*
6. Impact Gap Canvas: Apply the Impact Gap Canvas to your company. Identify the problem your company is addressing, the current solutions available, and the potential gaps your company fills in delivering social or economic impact. *(3 points)*

