



Business Communication

Communication Science Study Program
Tine A. Wulandari, M.I.Kom.

Final Task

1. **BASED ON FIRST AND THIRD TASK, you have to make BUSINESS ANALYSIS**

2. **The contents of Business Analysis:**
 - a. Company Profile
 - Logo
 - History
 - Vision and Mission Statement
 - Tagline
 - Contacts
 - Stucture
 - Job Descriptions
 - b. Company Product/Service
 - Product/Service Benefits
 - Product/Service Innovations
 - c. Researchs
 - Public Opinion
 - Competitor Analysis
 - Product/Service Comparison
 - SWOT Analysis
 - d. Targets
 - Primary Targets
 - Secondary Targets
 - Target Segmentation
(Socio Economic Status, Age, Demography, Psychographic, etc)
 - Media Targets
 - e. Strategies (Promotion, Marketing, etc)
 - f. Evaluations

3. **You have to finish this task in two weeks (Before Tuesday, January 17, 2017!)**



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4. Assesment Points:

a. Business Analysis (Group):

- Contents
- Systematics
- Visual Communication
- Presentation Media

b. Presentation (Individu):

- Verbal Communication Skill
- Nonverbal Communication Skill
- Negotiation Skill

Thank you for your attention. Happy working and see you...