

## Corporate Performance Management Presentations

Please look (according to your group number at one of the four following publicly listed companies:

- 1) Stellantis
- 2) BASF
- 3) Nike
- 4) Sanofi
- 5) Airbus
- 6) Hermès



Please elaborate on the Business Model(s) of the respective company, including

- Markets and market share
- Value Proposition
- Value Chain
- Competition

Develop a Financial (and other industry KPIs) Comparison with two competitors

### SWOT -Analysis

- Discuss the SWOT of the respective company.

### Recommendation

- Come up with several recommendations to enhance the situation of the respective company.

Please build a PPT that should be presented within 15 to 20 minutes (5 minutes per person). Build a video that should be uploaded to youtube with the link and the PDF sent to [avo.schoenbohm@hwr-berlin.de](mailto:avo.schoenbohm@hwr-berlin.de) by September 15<sup>th</sup>, 2022.