

21 Jan - Assignment # 2.
Submit by 4th February to
matthew.goldman@yahoo.com

- Choose a company or industry (for non-PD students e.g. Starbuck/Coffee Bean (in China), KFC/McDonald (in China), Ikea, Coke, Adidas, 6 stars hotels, Air travel, Outbound tours, Inbound tours, etc., For PD students use your PD products)
- Given the current financial crisis, use the PPF, Supply and Demand curve, together with Omni-directional and focus directional approach to explain the future position of your company or industry.