

**Objectives:**

- stretch your intellectual capacity,
- strengthen your critical reasoning skills,
- enhance your ability to find information utilizing technology, and
- prepare you for a career.

**Project Overview: Competitive Analysis**

Most companies have websites for both the corporate brand and their master brands. Go to the website for the corporate brand and master brands.

1-verify branding information

2-download press releases for your corporate brand and master brands

3-download annual reports

**Part 1- verify branding information**

go to the website for the corporate brand and master brands. list the link for the corporate brand and verify the branding information. **also** refer to your brand hierarchy and on 1 page verify and **list** the corporate, master and sub-brands (**not** in a chart).

**Part 2- press releases**

download press releases for your corporate brand and master brands from their websites. this is located in a section called News Room or Media Room

for the years 2003, 2004, 2005, 2006, and 2007 download 10 different press releases for the corporate / master brand for each year. that is 50 press releases in total. some of the press releases will be about new product introductions, financial results, organizational structure etc. each press release is usually only 1-2 pages. if not a pdf file, highlight, copy and paste each press release into one WORD document for all 50 press releases. save the file as you search so you don't lose any of your work. give it a file name like Kraftpressreleases.doc submit both a paper copy and electronic copy. keep a copy for yourself.

**Part 3- annual reports**

download the corporate brand annual reports for 2003, 2004, 2005, and 2006 and save to a disk or cd. only print the first 5 pages of the annual report and submit to me with the disk/cd.