Hugo SCHOUMAN

Individual report

At the begining each member of our team had his own idea. Mine was about jewels for women shoes but the implementation were really difficult because of the missing of numeric informations. As one goes along we eliminated ideas like commercialisation of the "pantone engine", "phone terminal" to make backup of your personnal information on a server and finally we have focused on the production of basket gift and we called our product : Business Box. We use a process of elimination to found the best and novative idea during several meeting (the first one on 25 october).

On first of november, we made an other meeting to analyse the differents part of a business plan and understood its concepts. After that, we organized several meeting to fix the main idea of our business and different important detail of the strategy.

The most difficult part was to fix and stay on a strategy and put everyone agree on one idea to implemente it.

The 8 november, we subdivided the plan to have the possibilitie to work in group of 2. This method allows to keep the same edge and it's more stumulating. I worked with Franck on different part, like "products and services" or "marketing plan".

Yesterday we have finished the presentation, the executive summary, the logo and the correction of the report.