

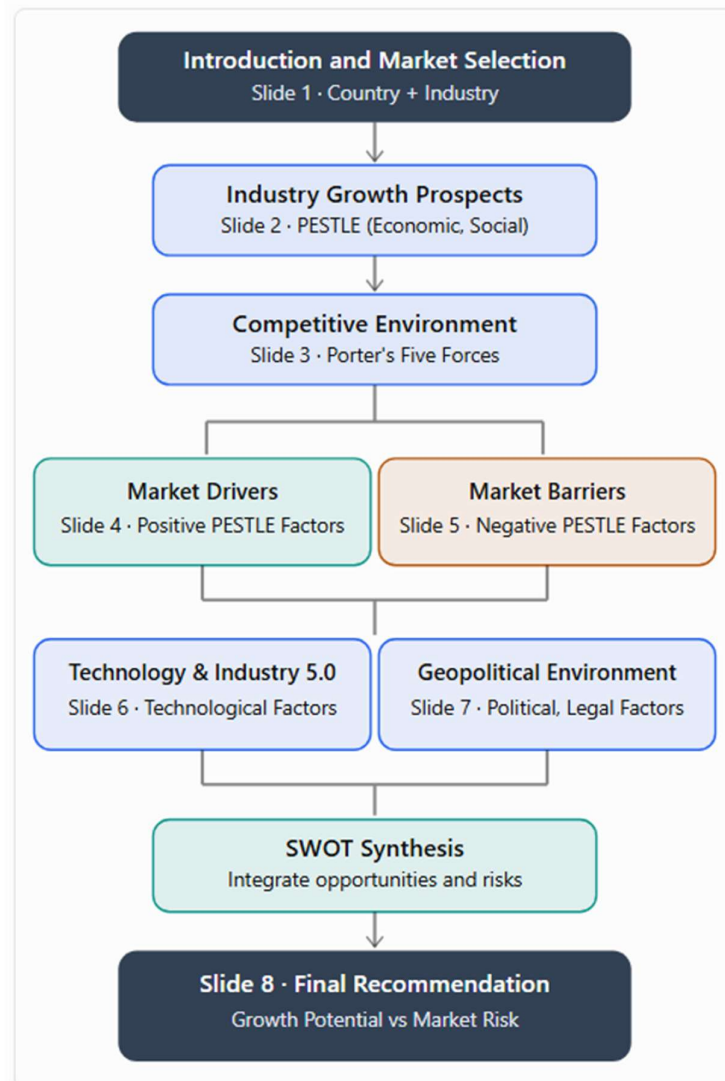
010 Presentation Guide

2026-27 Tri 1

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Presentation logical sequence:



Slide-by-Slide Guidance



Slide 1 – Introduction and Market Selection

45 sec

Framework: Market Attractiveness Assessment

Introduce the selected country and industry, explain why the combination is worth investigating and establish the three-year assessment period.

Key question: What market are you evaluating, and what will determine its attractiveness?



Slide 2 – Industry Growth Prospects

1 min 15 sec

Framework: PESTLE – Economic and Social Factors

Examine current market size, historical growth, projected demand and economic or demographic changes affecting future growth.

Key question: Is the industry likely to grow over the next three years, and what evidence supports this prediction?



Slide 3 – Competitive Environment

1 min 15 sec

Framework: Porter's Five Forces

Assess existing competitors, the threat of new entrants, substitutes and relevant buyer or supplier power. Focus on the most influential forces and their potential effect on profitability.

Key question: How might competitive pressures affect the attractiveness of the industry?



Slide 4 – Key Market Drivers

1 min 15 sec

Framework: PESTLE – Relevant Positive External Factors

Identify three important drivers, such as rising disposable income, favourable government policies, changing consumer preferences or improved infrastructure. Explain their expected trends and impact.

Key question: Which external factors are most likely to support industry growth?



Slide 5 – Market Barriers and Risks

1 min 15 sec

Framework: PESTLE – Relevant Negative External Factors

Analyse three barriers other than competition, such as regulation, inflation, infrastructure limitations, environmental exposure or cultural obstacles. Consider whether each barrier may intensify or diminish.

Key question: What could prevent the industry from achieving its growth potential?



Slide 6 – Technology and Industry 5.0

1 min 15 sec

Framework: PESTLE – Technological Factors; Industry 5.0 Principles

Analyse AI, automation, digital platforms or other sector-specific technologies. Consider Industry 5.0's emphasis on human-centricity, sustainability and resilience.

Key question: Will technological developments create greater opportunities or additional challenges?



Slide 7 – Geopolitical Environment

1 min

Framework: PESTLE – Political and Legal Factors

Evaluate relevant trade agreements, tariffs, international conflicts, sanctions, political instability or changes in cross-border relations.

Key question: How could geopolitical developments influence industry growth, costs or market access?



Slide 8 – Overall Attractiveness and Recommendation

2 min

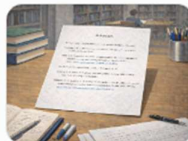
Framework: SWOT Synthesis + Growth–Risk Assessment

Integrate the strongest findings from PESTLE and Five Forces. Summarise opportunities, threats and relevant industry characteristics, then weigh growth potential against market risks.

Key question: Is the country very attractive, moderately attractive, not attractive or challenging for the chosen industry, and why?

Supplementary slides

These slides should be placed after Slide 8. They provide academic support and additional evidence without overcrowding the main presentation.



Slide 9 – Reference List

Academic Referencing: Cite Them Right

Provide a complete reference list of all sources cited in the presentation, including academic journal articles, market research reports, government publications, industry statistics and sources of models.

- Use the referencing conventions required by Cite Them Right.
- Ensure all in-slide citations correspond to the reference list.
- Use additional reference slides if necessary to maintain readability.

Purpose: Demonstrate the credibility, transparency and academic integrity of your research.



Slides 10 onwards – Appendix: Data, Tables, Illustrations and Models

Supporting Research Evidence and Framework Applications

Include relevant supporting material, such as:

- Industry market size, growth data and forecast charts.
- Detailed PESTLE analysis tables.
- Porter's Five Forces diagram and supporting competitive analysis.
- Technology trends and geopolitical risk illustrations.
- SWOT matrix and supporting growth–risk assessment.
- Additional tables, statistics or illustrations used to support your findings.

Purpose: Provide supporting evidence for the analysis presented in the main slides without overloading them with information.