

Group project review – VF Academy

It is very easy to understand the idea as the team goes straight to the problem. However, together with the SWOT analysis, I would like to have a little bit more introductions and information in the beginning. The idea is good and easy to buy as I feel that the presenters really know what they are talking about. They understand the market and the problem and I feel that that's the best possible base to start building anything. The digital marketing tools are well chosen to match the goals and objectives of the case. They clearly address numerical targets as well as concrete movements which is very good while selling the idea. All in all I enjoyed and I would see their potential!