

Name: Thao Thai

Student Number: 713465

Peer Review

**Case: Tokari Company (By Oumnia Rachad, My Nguyen)**

The presentation is about an e-commerce platform with a wide range of product lines that are suitable for everyone. The presentation mentions various key value propositions; however, from my perspective, hardly any proposition stands out and can be utilized as a competitive advantage. The team also defines several business objectives and goals, but these seem relatively generic. A plus point is that the team is able to show their understanding of the digital marketing landscape, thereby applying a wide variety of the most current digital marketing tactics and presenting good reasonings behind the utilization of such tactics. They link each of the tactics to an academic paper, explaining the rationale and the potential impact on the overall business goals.

Still, most of these tactics, together with their implementation, do not appear to be sufficiently personalized and brand-tailored to connect with the audience. Thus, if seen from the perspective of a potential customer, I feel like the brand does not showcase itself as the best option in the market. The presentation fails to illustrate how the company can compete and win over its competitors.

Regarding the content, an improvement could be added to the implementation of the selected tactics, demonstrating how they would help the brand stand out. It is also recommended that the team should perform some further analysis of the industry, the market, the competitors, and the company itself to understand how they can leverage their strengths to obtain great opportunities and to compete in the highly dynamic industry. Besides, it is necessary to have a discussion regarding the cost benefit analysis and risk analysis for the management to further comprehend and determine the feasibility of this plan.