# Team-Based Challenge Template

## PROJECT OVERVIEW

<table>
<thead>
<tr>
<th>Team-Based Challenge Title</th>
<th>Competitor Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source</td>
<td>Practera</td>
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<tr>
<td>Industry Partner</td>
<td>Local business</td>
</tr>
<tr>
<td>Endorsement Area</td>
<td>Finance &amp; Business Services</td>
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### Problem to Investigate/Scope

Students will explore International or Regional Market Research, including understanding the impact of COVID-19 on the industry. Their research will take into account the implications of COVID-19 on opportunities, strategies, and challenges for a business in a selected market within the next 12 months. Once student groups are paired with a local business, the “Student Consulting Team” must research and summarize current competitor landscape for the company.

### Project Outcomes

Students will develop an understanding of a local business and where it stands compared to its competitors, while tackling the real-world challenge of COVID-19 and its implications for the industry. Students will gain insight through relationships with mentors at the business, who will offer feedback and knowledge about working in the industry.
## PROJECT OUTLINE

<table>
<thead>
<tr>
<th>Stage:</th>
<th>Topics/Events:</th>
<th>Timeline:</th>
<th>Deliverables:</th>
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</table>
| Preparation          | - Set Expectations  
- Skill Development Part 1 – What Is Competitor Analysis?  
- Matching with business                                  | Week 1    | Develop questions to ask Industry Mentor          |
| Project Plan         | - Initial meeting with Industry Mentor to understand the business  
- Research and summarize current competitor landscape for the company, in particular: current and emerging competitors. | Week 1    | Project Plan                                      |
| Project Execution    | - Research: Provide a ‘deep dive’ into the top 5-10 competitors and a comparison between the client and the competitors; value points; key statistics.  
- Skill Development Part 2 – Quantitative Research Skills | Week 2-3  | Status updates to Industry Mentor                 |
| Project Finalization | - Determine overall insights, findings and analysis, along with any specific recommendations.  
- Prep project Presentation                                   | Week 4    | Draft presentation to Industry Mentor             |
| Project Presentation | - Networking  
- Feedback from peers/ industry mentors                                                                         | Week 4    | A report summarizing findings and a presentation of the key findings of the research to panel of Industry Mentors |

This resource was created by [Education Systems Center at Northern Illinois University](https://www.edsystemsniu.org/).

The Illinois Work-Based Learning Innovation Network (I-WIN) is designed to help employers, educators, and students leverage innovative models for scaling high-quality work-based learning opportunities in school districts and community colleges across the State. This network explores ways to create equitable opportunities for students through both in-person and virtual learning. For more information on I-WIN and additional work-based learning resources, visit [edsystemsniu.org/i-win/](https://edsystemsniu.org/i-win/).

To access a resource bank of Team-Based Challenge templates, visit [edsystemsniu.org/i-win-resources/](https://edsystemsniu.org/i-win-resources/).