



Individual Presentations

Candidate Brief



Instructions

Working individually, choose **one** topic from the relevant organisation (see table below) and create a five-minute presentation.

- There will be **no** PowerPoint facilities on the day of the assessment centre. **However**, you can prepare and use notes to support your presentation.
- On the day, the assessor will invite you to present when it is your turn. Please ensure any notes are easily accessible.
- You will be presenting to your assessor and a small group of your peers. It is important to show respect by listening and not being disruptive when in the audience.
- The assessor will stop any presentations at 5 minutes, to ensure fairness and consistency.
- The assessor will ask questions at the end of the presentation.
- There will be time at the end of all the presentations for general questions and advice.

Presentation Topics

Amazon

1. **Innovation at Amazon:** Disrupting Industries: Highlight Amazon's innovative practices, such as the development of Kindle, AWS (Amazon Web Services), and the use of robotics in fulfilment centres.
2. **The Impact of Amazon on Traditional Retail:** Discuss how Amazon has disrupted traditional retail models and explore the challenges faced by brick-and-mortar stores in the age of e-commerce.
3. **Amazon's Sustainability Initiatives:** Examine Amazon's efforts towards sustainability, including its commitment to renewable energy, eco-friendly packaging, and the Climate Pledge.
4. **Amazon's Role in the Gig Economy:** Opportunities and Challenges: Analyse the impact of Amazon on the gig economy, considering the opportunities it provides for independent contractors and the challenges associated with working conditions.



Johnson & Johnson

1. **Global Presence:** Discuss Johnson & Johnson's international presence and how it operates in various regions around the world. Explore how the company adapts its strategies to different markets.
2. **Corporate Social Responsibility (CSR):** Investigate Johnson & Johnson's CSR initiatives and commitment to sustainability. Highlight any notable programs or partnerships that contribute to social and environmental well-being.
3. **Challenges and Crisis Management:** Explore any challenges or crises that Johnson & Johnson has faced, such as product recalls or legal issues. Discuss how the company handled these situations and the impact on its reputation.
4. **Product Portfolio:** Showcase some of Johnson & Johnson's well-known products and brands. Highlight innovation and key products that have had a significant impact on healthcare and consumer well-being.

Legal & General

1. **Challenges and Opportunities:** Identify the challenges Legal & General faces in the current business environment. Discuss potential opportunities for growth and expansion.
2. **Market Presence:** Examine Legal & General's presence in different markets and regions. Discuss how the company adapts its strategies to local markets.
3. **Innovation and Technology:** Explore how Legal & General embraces innovation and technology in its operations. Highlight any recent technological advancements or digital initiatives.
4. **Future Outlook:** Provide insights into Legal & General's future plans and strategic vision. Discuss any upcoming trends that may impact the company.



LEGO

1. **LEGO Education:** Explore the educational benefits of LEGO, including its use in schools and educational programmes. Discuss how LEGO promotes creativity, problem-solving, and teamwork.
2. **LEGO in Popular Culture:** Explore the influence of LEGO in movies, TV shows, and video games. Discuss the success of LEGO movies and their impact on the brand.
3. **LEGO Sustainability Initiatives:** Highlight LEGO's commitment to sustainability, such as their investments in eco-friendly materials and efforts to reduce environmental impact.
4. **LEGO Community and Events:** Discuss the global LEGO fan community and events like BrickCon and BrickFair. Showcase notable fan creations and discuss the collaborative nature of the LEGO community.

Kraft Heinz Company

1. **Corporate Culture and Values:** Explore Kraft Heinz's corporate culture, values, and any notable corporate social responsibility initiatives. Discuss how the company fosters a positive workplace environment.
2. **Innovation and Technology:** Explore how Kraft Heinz embraces innovation and technology in its products and operations. Discuss any recent product launches or technological advancements.
3. **Market Presence:** Explore the company's global presence and market share in various regions. Discuss any notable challenges or successes in different markets.
4. **Business Model:** Explain Kraft Heinz's business model, including its core products and markets. Discuss its key revenue streams and how the company operates within the food and beverage industry.



BDO

- 1) **Corporate Culture at BDO:** Understand BDO's culture, values, and mission. Show how these aspects influence the company's success. Use examples to explain the impact on employees and outcomes.
- 2) **Financial Services Offered by BDO:** Learn about BDO's financial services like audit, tax, and advisory. Explain their importance for clients. Use examples to illustrate BDO's expertise.
- 3) **BDO's Role in Corporate Responsibility and Sustainability:** Research BDO's initiatives in corporate responsibility and sustainability. Develop a presentation with examples of BDO's efforts. Discuss their impact on reputation and sustainability.
- 4) **Innovation and Technology at BDO:** Understand BDO's technology initiatives and innovation strategy. Create a presentation explaining how they benefit clients. Use examples to show how technology enhances services.

Ralph Lauren

- 1) **The Impact of Ralph Lauren on American Fashion:** Explore how Ralph Lauren has shaped the landscape of the fashion industry in the United States and beyond.
- 2) **Ralph Lauren's Business Success:** Analyse the strategies behind Ralph Lauren's achievements, for example, its brand positioning, marketing techniques, and global expansion efforts. Include By case studies and financial data.
- 3) **Crafting Brand Stories and Lifestyle Marketing:** Explain how the brand weaves narratives of aspiration and sophistication through its advertising, collaborations, and experiential marketing. Share insights into the strategies employed by Ralph Lauren to connect with consumers.
- 4) **Ralph Lauren's Commitment to Sustainability in Fashion:** Explore Ralph Lauren's journey towards sustainability and ethical practices in the fashion industry. For example, the company's initiatives in environmental conservation, ethical sourcing, and community engagement.